OCTOBER 24, 1955 35c PER COPY

BROADCASTING TELECASTING

N THIS ISSUE:

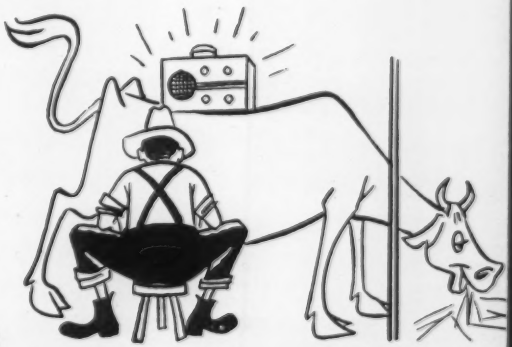
25TH year

WHO IS IOWA'S FAVORITE RADIO STATION FOR FARM PROGRAMS!

THE data above is taken direct from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—the 17th annual edition of this famed study.

Farming is big business in Iowa, and Iowans' overwhelming preference for WHO farm program is far from a freak. It's the result of heads-up planning —in programming, personnel and research . . . in Public Service and audience promotion.

Write direct or ask Free & Peters for your copy of the 1954 I.R.T.A. Survey. It will tell you more about radio and television in Iowa than you could glean from weeks of personal travel and study.



FREE & PETERS, INC.,
National Representatives

NBC Affiliate

BUY ALL of IOWA—
Plus "Iowa Plus"—with
WHO
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

the south's first tv station
is Richmond's only tv station!

WTVR

YOUR campaign in Virginia isn't complete unless you use BIG WTVR, "The Wide Area Station." From Richmond . . . Virginia's Capital City, WTVR IS COMPLETELY DOMINATING WITH OR WITHOUT AN AERIAL, and you have the assurance your campaign is in the capable hands of a PIONEER TELECASTER WITH SKILL, KNOWLEDGE AND ABILITY, backed-up by a PROVEN SUCCESS FORMULA that assures AN ALWAYS QUALITY JOB. Don't be satisfied with less than the best . . . BUY BIG WTVR, *"The South's First Television Station."*

MAXIMUM POWER
100,000 WATTS

MAXIMUM HEIGHT
1049 FEET

CHANNEL 6
RICHMOND, VA.
ABC & CBS
INTERCONNECTED

WMBG AM WCOD FM WTVR TV
First Stations of Virginia

A Service of **HAVENS & MARTIN, INC.**

WMBG REPRESENTED NATIONALLY BY THE BOLLING CO.
WTVR REPRESENTED NATIONALLY BY BLAIR TV, INC.

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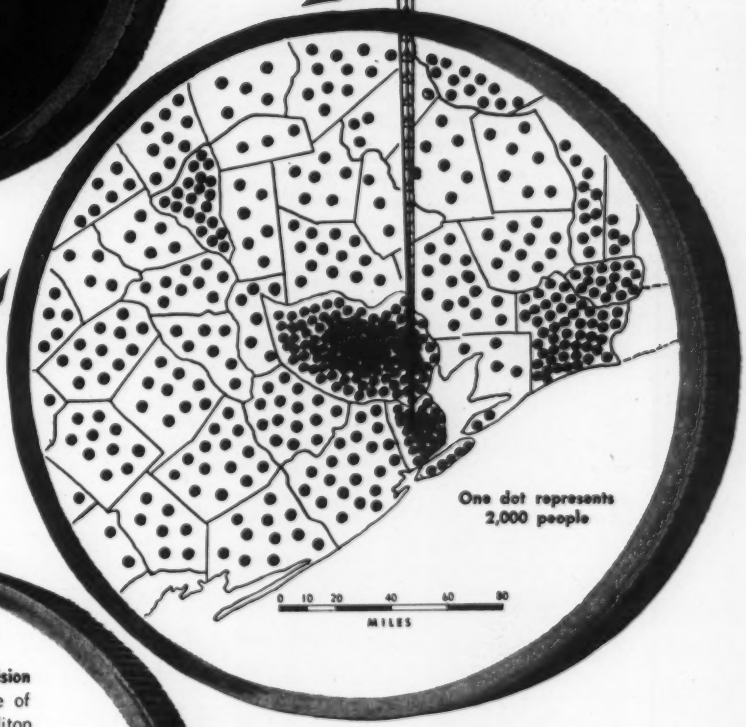
YOUR DOLLAR BUYS COMPLETE COVERAGE OF THE ENTIRE GULF COAST MARKET ON

KGUL-TV



The Texas Gulf Coast **Television Market** is nearly twice the size of the Galveston-Houston Metropolitan market alone.

	Galveston-Houston	Gulf Coast TV Market*
Families	333,000	544,800
Income	$2,075,371,000	$3,076,812,000
Sales	$1,347,228,000	$2,091,153,000

KGUL-TV — the CBS Basic Affiliate for the Gulf Coast Area — **completely** covers the fastest growing major market in the country.

More audience every day means your advertising dollar buys more every day on KGUL-TV.

*Measured by Research Department of Television Magazine

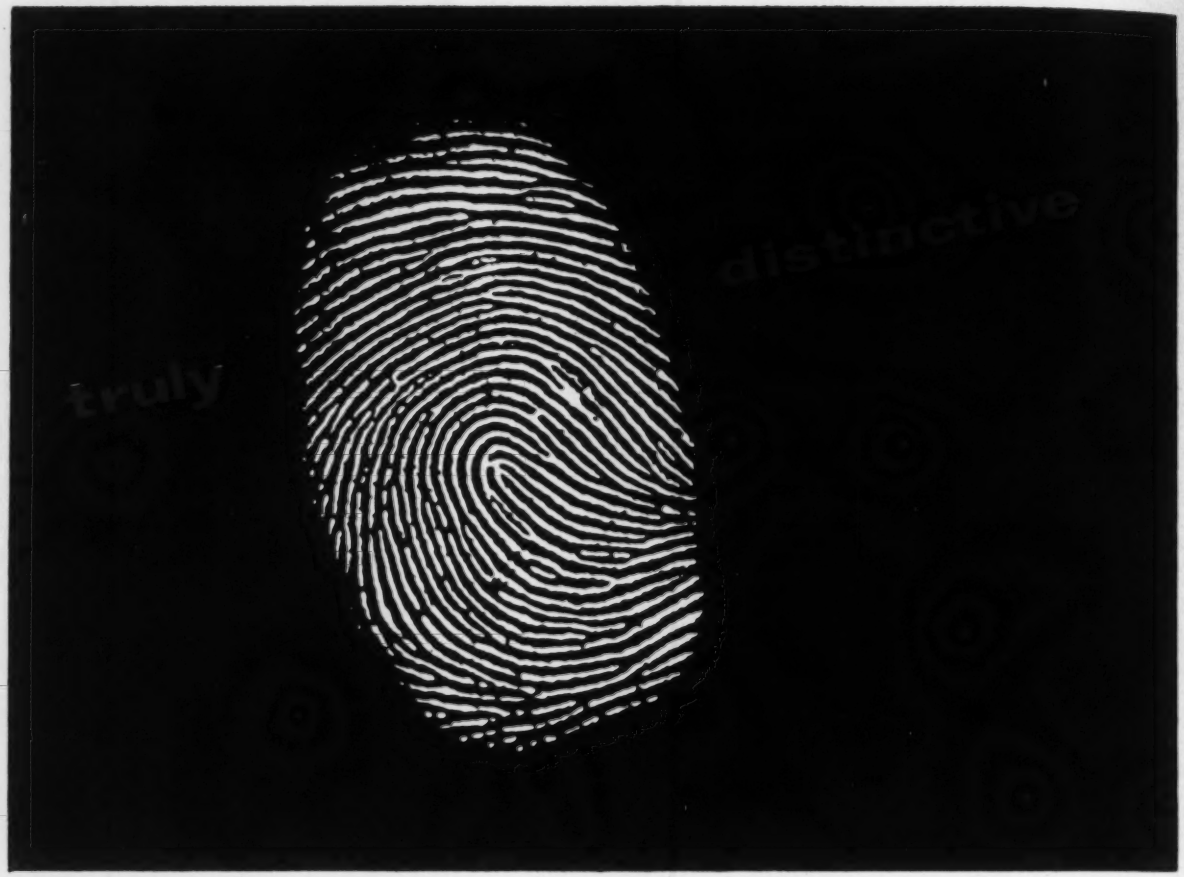
kgul TV

GULF TELEVISION COMPANY

GALVESTON, TEXAS

Represented Nationally by CBS Television Spot Sales

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



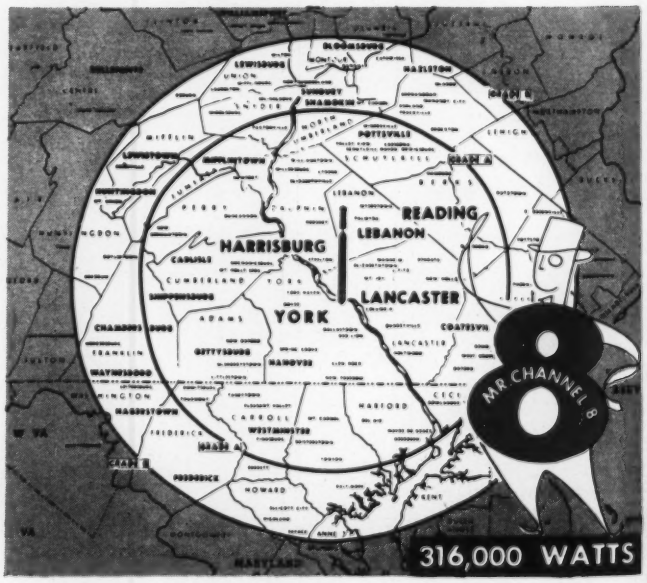
Channel 8 Multi-City Market

WGAL-TV

LANCASTER, PENNA. NBC and CBS

Just as a fingerprint is distinctive for its individuality, the WGAL-TV Channel 8 market is distinctive for the unique advertising opportunities it offers you. It is a *multi-city* market—stable and diversified. It is a market of 3½ million people who have 912,950 TV sets and spend **$5½ BILLION** each year.

STEINMAN STATION
Clair McCollough, Pres.



Representatives:

MEEKER TV, INC.

New York
Chicago
Los Angeles
San Francisco

closed circuit.

CHEAPER COLOR? Chromatic Television Labs thinks it may soon be able to demonstrate in New York, for industry and public, prototype of mass-producible color tv receiver incorporating its so-called Lawrence Tube in 22-inch size. Set reportedly would have simplified circuitry, fewer tubes, and be aimed for $400-500 retail level. Chromatic, owned by Paramount Pictures, is working closely with Telechrome which has been developing chassis as well as cooperating in laboratory stages.

B•T

NETWORKS had their first face-to-face meeting last week with Roscoe L. Barrow, U. of Cincinnati law school dean and chief of FCC's network study. He and Harold C. Cowgill, chief of FCC's Common Carrier Bureau, talked with officials of ABC, CBS, MBS and NBC at separate meetings for each network. Impression which was left with at least two network representatives was that Mr. Barrow planned exhaustive investigation which will require networks to produce masses of information at considerable out-of-pocket expense.

B•T

GE'S PITCH HIT • All wasn't beer and skittles when RETMA allocations committee met in New York last week. Clash occurred between GE's Dr. W. R. G. Baker, chairman of committee, and CBS' William B. Lodge (who accompanied CBS-Columbia's H. C. Bonfig to meeting). At issue was initial proposal by Dr. Baker which embodied memorandum discussing various allocation possibilities, the most persuasive seemingly to move all tv to uhf. Not only CBS, but other manufacturers did not want to go that far. Proposal was then withdrawn and letter to FCC drafted (see story page 27). Dr. Baker's original draft, copies of which had been submitted to all members, was hurriedly collected and by now apparently consigned to flames.

B•T

PONTIAC cars, which cancelled its projected sponsorship of Project 20 *on NBC-TV and* See It Now *on CBS-TV because of "budgetary misunderstanding" (see story page 86), is seriously considering pouring part of that money into sponsorship of Shrine East-West football game on NBC-TV Dec. 31, and is seeking other properties on CBS-TV and NBC-TV for sponsorship after first of year. MacManus, John & Adams, New York, is agency.*

B•T

PLANS KEEP GROWING • Expansion of activities of Vitapix Corp., originally conceived as film distribution group, may go beyond previously reported plans to set up group buying of equipment and services for member stations. Now under study is possibility of Vitapix Washington office, considered logical development in light of current allocations matters before FCC. All but two of Vitapix's 57 members are vhf.

B•T

INTRIGUING is word that Admiral Corp. will unveil new "solar-powered" transistor radio this week. Developed by company's research engineers, radio reportedly derives power from sun's rays but can operate without exposure, it's understood. Announcement will follow within fortnight revelation by Motorola Inc. that it has developed new "high frequency" transistor which it claims outmodes present low-power types and will have applications in television, industrial and military fields, as well as home and auto radios.

B•T

HOT BREAD • Described as biggest radio-television spot campaign in history of Central California's San Joaquin Valley, Grevem-Inglis Baking Co., Stockton, is buying 50 to 100 spots weekly on most radio stations throughout region and all available Class A television spots through Philip S. Boone and Assoc., San Francisco. Old broadcast advertiser, bakery is introducing new continuous mixed version of its Sunbeam bread. Said to be bread industry milestone, continuous mix process is licensed by My-Bread Baking Co., New Bedford, Mass., and will mean new promotions for other regions. Spot drive is for seven weeks, resumes again after Christmas season.

B•T

BEING talked up in GOP circles is possible ticket of former Gov. Tom Dewey, and Ike's youngest brother, Dr. Milton S. Eisenhower. Gov. Dewey, it's argued, is Mr. Available Jones, and magic of Eisenhower name would be supplied by Milton, who happens to have good broadcasting background.

B•T

SCATTER SIGNALS • Western European military communicators look to "scatter" transmission (story page 9) as ultimate answer to communications problems because it is security-proof and virtually invulnerable to jamming. Tv and facsimile, while admittedly of potential value, suffer now because they can't be scrambled to prevent eavesdropping, and because they're easily jammed.

B•T

LEVER BROS. (Pepsodent), New York, preparing radio saturation spot announcement campaign using 40 spots per week per station and in some markets using more than one station. Schedule is to break Jan. 1, with length of contract ranging from 13 to 26 weeks. Early morning time, 6 to 8:30, is being bought in approximately 30 markets. Foote, Cone & Belding, New York, is agency.

B•T

PRESSURE FROM PRESS • Why hasn't commercial broadcasting made headway in France? Informed sources contend newspaper opposition is responsible, because publishers want no competition for that advertising franc. Many editors and publishers are also in Chamber of Deputies, or have their spokesmen in legislature, and to date all efforts to go commercial have been blocked. But it's predicted that with commercial tv now in Britain and getting underway elsewhere in Europe, France is bound to swing over, newspaper opposition notwithstanding.

B•T

THOMAS DUGGAN, MBS station relations representative, previously reported as dismissed in personnel cutback at Mutual [B•T, Oct. 17], will be retained and named manager of network's western division station relations and co-op programs.

B•T

DONKEY BUSINESS • Agencies being considered by Democratic National Committee in its quest for one to handle its 1956 presidential campaign reportedly include Biow-Beirn-Toigo, William Esty & Co. and Bozell & Jacobs, as well as Norman, Craig & Kummel, Benton & Bowles and Joseph Katz Co.

B•T

DISCONTENT over policy of major popular record firms to charge stations for records is heard again from West Coast independent station source which claims top label with network affiliations is giving records to affiliates free but charging other stations.

B•T

PEP TO POP • First sale of half-hour tv program under NBC-TV's Program Extension Plan set to be announced shortly by network. Transaction said to involve major advertiser and to include entire 44 station line-up of optional affiliates eligible for PEP.

B•T

NO QUESTION that many deintermixture advocates have been steaming about FCC's private meetings with network officials and others on this subject and on overall allocations problems. Attorneys have been heated in raising question whether Commission has right to consult with principals not parties to deintermixture cases. One deintermixture client has instructed his attorney to file formal pleading maintaining that Commission has disqualified itself from deciding these issues because of these meetings.

HOOPER* says it.

NIELSEN* says it.

PULSE* says it.

TRENDEX* says it.

WHB

is running away with Kansas City's radio day

Have a pet rating? Doesn't matter. A.M. or afternoon? Doesn't matter. WHB is first in every time segment per every rating service. All day average Hooper: 44.5%. All day average area Nielsen: 39.2%. All day average Trendex: 42.8%. Every daytime quarter hour Pulse finds WHB in first place. It's the Mid-Continent formula that does it. So whatever rating you buy by, feel secure in your choice of WHB for Kansas City selling. Talk to the man from **Blair**, or WHB General Manager **George W. Armstrong.**

** From most recent reports available.*

WHB

10,000 watts, 710 kc

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

ABC SPLITS STATION RELATIONS DEPT. TO FURTHER SEPARATION OF RADIO-TV

SEPARATION of ABC radio and tv station relations department into two distinct units and creation of cooperative program departments for ABC Radio and ABC-TV are being announced today (Mon.) by Robert E. Kintner, ABC president, effective immediately [CLOSED CIRCUIT, Oct. 17].

Lineup now will be Alfred Beckman, continuing as director of station relations, ABC-TV; Edward J. De Gray, continuing as director of station relations, ABC Radio, with both reporting to ABC vice president Ernest Lee Jahncke Jr. New appointments: Robert Curran, supervisor of tv cooperative sales, becomes manager of newly created tv cooperative program department, reporting to John H. Mitchell, vice president in charge of ABC-TV; William Arons, supervisor of radio cooperative sales, assumes managership of ABC Radio's cooperative program department, reporting to Charles T. Ayres, vice president in charge of ABC Radio.

Meanwhile, Mr. De Gray is announcing appointment of Frank G. Atkinson Jr., former manager, radio and tv cooperation program department, to eastern regional manager of ABC Radio station relations department; Mr. Beckman is naming Robert L. Coe, formerly manager, station relations department, DuMont Tv Network, to regional manager, ABC-TV station relations department, succeeding Donald S. Shaw Jr., recently named director of ABC-TV station clearance department.

Mr. Kintner said changes further company policy toward separating and amplifying services for ABC's radio and tv networks as needed by company expansion. All previous integrated departments' functions will be affected at ABC, with ABC representatives covering radio or tv activities separately, Mr. Kintner said.

TPA-Screen Gems Merger Off After Two Months of Talk

TELEVISION Programs of America announced Friday that negotiations for merger with Screen Gems Inc. [B•T, Oct. 17; CLOSED CIRCUIT, Sept. 21] have been terminated because "certain problems were encountered which could not be resolved." Milton A. Gordon, TPA president, said almost two months were spent exploring proposed merger but that TPA finally withdrew from discussions.

Mr. Gordon said discontinuance of talks was on "amicable basis," adding "we have only the highest regard for Mr. Abe Schneider and Mr. Ralph Cohn, and for the manner in which the negotiations were conducted." Mr. Schneider is vice president of Columbia Pictures, Screen Gems parent corporation, and Mr. Cohn is vice president and general manager of Screen Gems.

Granik Gets Rights to Cull New York City Files for Tv

NEW YORK Mayor Robert S. Wagner reported Friday to have given Theodore Granik, radio-tv producer and head of New York Tv Productions Inc., rights to sift through all city department files for source material for tv film dramatizations.

Mayor's news secretary, William R. Peer, quoted as saying these rights not exclusive and available to any "legitimate tv producer or newspaper."

Mayor's action was an executive order to departments indicating Mr. Granik's project might extend over 10 years and was understood to have directed city employes to cooperate even so far as assisting in actual shooting of films and in furnishing equipment and personnel. Mayor said Mr. Granik's film would be half-hour program for showing on commercial tv. He said producers had understanding that films were to be for primary purpose of "education, enlightment and instruction" with entertainment secondary.

New York World-Telegram reported that many tv producers and others had sought in vain for similar rights and had been willing to pay top sums for them.

Mr. Granik, member of Mayor's former New York law firm, Wagner, Quillnan & Pennant, is originator of *American Forum of the Air* and *Youth Wants to Know*.

$5 Million Broadcast Bill Set for 1956 Dem. Campaign

POWER of television for political purposes emphasized Friday by Paul Butler, national Democratic chairman, who said of six to eight million dollars various Democratic groups expect to raise for 1956 campaign, about $5 million will be allocated to broadcast media.

He called television "greatest medium that has ever been developed for politics," but added that radio is of tremendous value during daytime hours for people such as housewives, able to listen without interrupting their work.

Mr. Butler said tv has "tremendous possibilities in building up an unknown candidate" and added that with spread of television coverage (sets and stations), use of tv would increase markedly at expense of barnstorming and whistle-stop type of campaigning.

Remarks were made in Omaha Friday where Mr. Butler met with Nebraska Democrats.

CARNATION'S RECORD

HAVING recently added 17 stations to its schedule of *Annie Oakley* tv series, bringing total to 140 markets, Carnation Co., Los Angeles, now is largest single sponsor of any syndicated program, according to official of CBS-TV Film Sales, which handles series. Albers Division (cereal and dog food) of Carnation covers 129 markets, while Fresh Milk Division sponsors in 11 markets. Erwin, Wasey & Co., Los Angeles, is agency.

• BUSINESS BRIEFLY

McCORMICK NAMES L & N • McCormick & Co. (importers, processors and marketers of spices, extracts, tea and other products), Baltimore, names Lennen & Newell, N. Y., as its advertising agency, effective Jan. 1. Advertiser uses spot radio and television.

CHRISTMAS CAMPAIGN • Lionel Corp. (Lionel trains), N.Y., will sponsor *Paul Winchell and Jerry Mahoney* on 70 NBC-TV stations starting Nov. 5 for seven weeks. Grey Adv., N.Y. is agency.

THOMAS RENEWED • General Motors Corp.'s United Motor Service Division renews for 52 weeks its sponsorship of CBS Radio's *Lowell Thomas and the News* (Mon.-Fri., 6:45-7 p.m. EDT) for Delco batteries and other GM parts and accessories. Campbell-Ewald Co., Detroit, is agency.

CAN TIED TO COMPTON • American Can Co. names Compton Adv., N. Y., to handle its advertising, effective Jan. 16.

BEST FOODS TEST • Best Foods Co. planning to launch test run of tv spots for Nucoa Margarine "within several weeks" through Dancer-Fitzgerald-Sample Inc., N. Y. Length of contract, starting date and number of markets and stations involved not set yet.

CASCADE CAMPAIGN • Procter & Gamble, Cincinnati, for its new Cascade detergent, is using tv spot and network campaign in approximately 100 markets. Campaign started early in October and will run indefinitely. Agency: Compton Adv., N. Y.

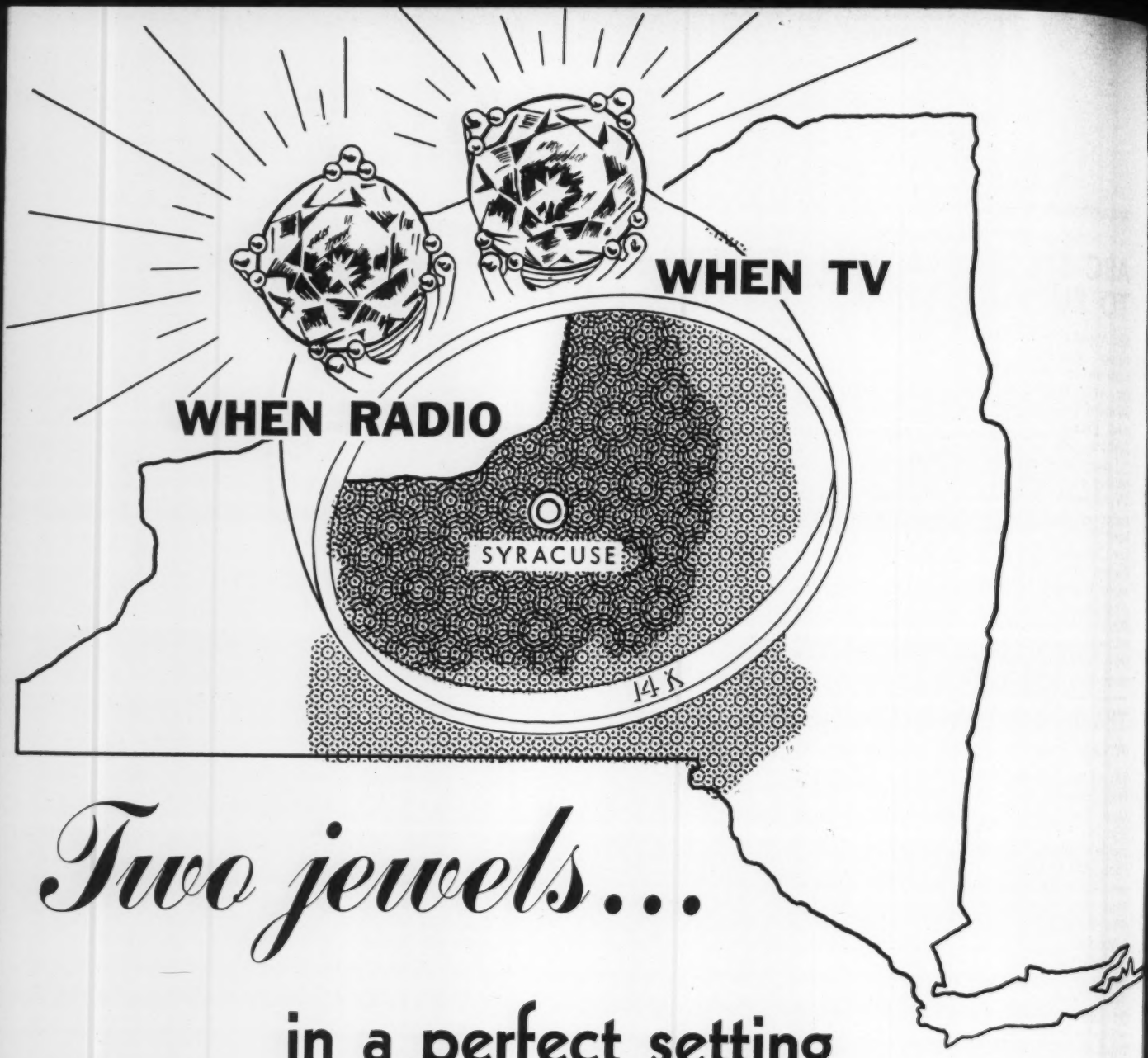
LOVE TRIUMPHS • *Love Story*, segment of CBS-TV's *Welcome Travelers*, starring Jack Smith as singer-host, today (Mon.) will become daily, full 30-minute show replacing *Travelers*, starting 1:30 p.m. EDT. Procter & Gamble Co. sponsors through Benton & Bowles, New York.

SUNDAY CIRCULATION • *New York Daily News*, which claims world's largest circulation, is turning to radio to reach people it doesn't reach now. Paper plans radio spot campaign in two cities—Harrisburg, Pa., and Syracuse, N.Y.—on Nov. 5-6 to promote its Sunday issue. Cunningham & Walsh, N.Y., is agency.

MAIL ORDER TEST • House of Thomas, N. Y. (toys), through Fairfax Agency, N. Y., buying radio campaign Nov. 5-11 in test using 15 to 20 mail-order stations. If test is successful client will expand.

LUGGAGE LOOKER • Grey Adv., N. Y., for Schwayder Bros. (Samsonite luggage), Denver, is preparing availabilities for list of radio and tv sports programs, primarily to appeal to men, in about 50 major markets. No starting date has been set, although if client approves plan it may be effective pre-Christmas to promote luggage as luxury gift.

SATURATION SPOTS • Folger Coffee placing radio saturation spot announcement campaign using as many as 25 live one-minute spots weekly, effective today (Mon.) for six weeks in several markets. Cunningham & Walsh, N. Y., is agency.



Two jewels...

in a perfect setting

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
ABC	CBS	ABC	CBS	ABC		CBS	NBC

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

at deadline

Kansas Utilities Counsel Named FCC Examiner

APPOINTMENT of Jay Allen Kyle as FCC hearing examiner, effective Dec. 1, announced Friday by Commission. Mr. Kyle comes to FCC from post as general counsel of Kansas Corporation Commission (public utilities), where he served since 1947.

Born in Erie, Kan., 49 years ago, Mr. Kyle received an A.B. degree from Emporia U. in 1927 and LL.B. and J.D. degrees from Washburn U. in 1931 and 1938, respectively. He was assistant attorney general of Kansas from 1938 to 1942, when he joined the Army Signal Corps. He later transferred to the Judge Advocate General's Dept. and left service in 1946 as major.

Mr. Kyle fills vacancy created when Examiner Fanney N. Litvin retired Oct. 1.

Merchants Run Station In Shopping Promotion

WSAZ Huntington, W. Va., was turned over to local merchants Friday and results were talk of town by nightfall.

Action was promotion of "Greater Huntington Days," and department store owners, drug store managers, shoe salesmen, florists—more than 40 merchants—ran deejay shows, read commercials, newscasts and sportscasts from 6:45 a.m. to midnight.

Merchants called promotion "best idea for goodwill we've ever had." One merchant said he had never had so much response to his commercial spot. Another store manager jubilantly confessed after finishing newscast that he had been turned down for announcer's job on WSAZ several years before. Voices and "bloopers" of sponsor-announcers were major conversational items by mid-morning. Station reaction indicated audience larger than normal, leading station and retailing executives to conclusion that repeat next year was must.

WJIM-TV Files Complaint Against Football Restrictions

COMPLAINT filed Friday with Department of Justice by WJIM-TV Lansing, Mich., at refusal of National Collegiate Athletic Assn. to permit telecasting of Mich. State U. - U. of Illinois football game Saturday. Complaint said NCAA and President Asa Bushnell "arbitrarily" restrained telecast of game although gate completely sold out, no further tickets available, "overwhelming" demand by public in Lansing area to see game. WJIM-TV said consent to telecast game was given by both Michigan State and U. of Illinois and game is available for telecast under "home sellout" provision of NCAA rules.

New In-Store Service Starts

NEW company has entered program service field—serving fm stations with storecasting programs. Columbia Sound Engineering Co., Chicago, has expanded its Musicale and Merchandising Division to furnish programs, install equipment in stores and sell time to national advertisers. Stations receive percentage of gross, with guaranteed minimum.

HANDS ACROSS SEA

WOV New York, Italian-language station, reported last week that residents of the flood-stricken communities of Po Valley in Italy have taken up emergency collection of funds to be distributed among families affected by recent flood disasters in Connecticut. Prefect of province of Rovigo sent check for 700,000 lire (more than $1,000) to WOV, saying "we will always remember how the American public responded to our needs when the floods of 1951 overwhelmed us." Town executive referred to $40,000 WOV collected in space of few days for emergency relief four years ago.

Pius XII Urges Television To Aid Cause of Peace

BELIEF that television can bring people closer together and help remove obstacles to peaceful co-existence expressed Friday by Pope Pius XII before Europe's General Assembly of Radio & Television Broadcasters meeting at Castel Gandolfo, Italy.

Pope urged use of television as instrument of information. He listed four ways in which tv could achieve high goals: (1) aid to schools in instruction—not as substitute for direct words, but as adjunct, especially in showing complex and costly scientific instruments and their workings; (2) instrument to bring family closer together for entertainment; (3) instrument to enable vaster participation in religious ceremonies and exhibitions of sacred art, and (4) aid in bringing people closer together.

Provo, Utah, Vhf Sought

APPLICATION for new ch. 11 tv station at Provo, Utah, filed with FCC Friday by Beehive Telecasting Corp. Principals are Samuel B. Nissley, president and chief owner; Arthur R. Riley, vice president, and Jeanette C. Nissley, secretary-treasurer (KEYY Provo employe). None of principals has broadcasting holdings.

Station would operate with 3.03 kw visual, 1.51 kw aural. Antenna height above average terrain of 414 ft. was specified. Total construction cost estimated at $64,780, first year operating cost at $96,000 and first year revenue at $120,000.

UPCOMING

Oct. 24-25: Central Canada Broadcasters Assn. Annual Meeting, London Hotel, London, Ont., Canada

Oct. 29-Nov. 3: N. C. Assn. of Broadcasters, Aboard M. S. *Stockholm* (Bermuda Cruise).

Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York.

For other Upcomings, see page 105

PEOPLE

ROBERT R. NEWELL, vice president in charge of creative production and chairman of operations committee, Cunningham & Walsh, N. Y., appointed executive vice president. Mr. Newell has been with the agency and predecessor Newell-Emmett Co. on Liggett & Myers account since 1932.

REGINALD G. CAREY, vice president of Campbell-Ewald Co. and account supervisor in agency's Detroit office, appointed Chicago office manager. He succeeds **EARLL CLEMENTS,** vice president, who will supervise agency's Hertz System and General Retail Corp. accounts fulltime. H. G. Little, president, Campbell-Ewald Co., attributed move to expansion of two accounts.

PETER TRIOLO, sales service manager, DuMont Broadcasting Corp., to Dancer-Fitzgerald-Sample Inc., N. Y., as media buyer on Best Foods account.

STANLEY FRAME, marketing research manager, National Biscuit Co., appointed chairman, Advertising Research Steering Committee, Assn. of National Advertisers. He succeeds **FRANK MANSFIELD,** director of sales research, Sylvania Electric Products Inc.'s Lighting Div.

FREDERICK L. ESSEX named today (Mon.) director of radio and television for American Baptist Convention. Mr. Essex starts duties first week in January, succeeding **ROY I. MADSEN,** who resigned last month to become secretary of American Bible Society's Dept. of Churches. Public relations director of Colgate Rochester (N. Y.) Divinity School since 1950, Mr. Essex was director and producer of network radio shows for Ruthrauff & Ryan, 1941-1946, assisting in 1943 with pioneering some tv programs.

Funeral services held in New York Friday for **MILTON DIAMOND,** 66, retired New York attorney, who once served as counsel for American Federation of Musicians, AFM President James C. Petrillo, Decca Records and ASCAP. Mr. Diamond died in New York Infirmary last Wednesday.

Scatter Systems Interference With Tv Predicted Slight

FCC has no present intention of establishing frequencies for forward propagation by ionospheric scatter, it announced Friday. However, announcement added, foreign countries and other users of ether are doing development work on this phenomenon, and Commission said it wanted to advise users of 25-60 mc band that this additional interference may be experienced.

Forward scatter communications systems use recently established propagation fact that vhf signals in minute strength travel up to distances of 1,400 miles. Using high powered transmitters and large parabola, high gain antennas and extremely sensitive receivers, these low level vhf signals can be received on reliable basis. Vhf bands are more stable than high frequency bands used for international communications, especially in northern areas. They are actually enhanced by magnetic and ionospheric disturbances.

FCC engineers pointed out that interference to tv's ch. 2 (54-60 mc) due to forward scatter transmissions should not be noticeable—first because it would amount to no more than that already received from various types of skywave interference and second because scatter signals would be of extremely low intensities.

the week in brief

FCC MOVES ON UHF-VHF

Commission advises staff to deny four of five deintermixture petitions, finalize three v grants. Military says it will talk about giving up some v's. RETMA offers to study uhf workability . . . 27

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A dedicated band beams messages of hope deep behind the Iron Curtain . 46

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RCA SETS A 9-MONTH RECORD

Shooting for its first $1 billion year, manufacturing concern has just $250 million to go 90

departments

Advertisers & Agencies	28	For the Record	98	On All Accounts	24
At Deadline	7	Government	76	Open Mike	18
Awards	92	In Review	14	Our Respects	22
Closed Circuit	5	International	95	Personnel Relations	88
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*Reg. U. S. Patent Office

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CHARTER MEMBER
TEXAS TOPPER CLUB
Be it known to all men,
The bearer, being possessed of unusual foresight and vision, has caused his signature to be added to the roster of Channel 8's exclusive TEXAS TOPPER CLUB. Therefore, said signature will be placed with WFAA-TV's new antenna, atop Texas' tallest man-made structure — a Texas-sized Television tower which will soar 1521 feet above ground.
signature
date
R. W. Nimmons
Mgr. WFAA-TV, Dallas

Sign Your Name Atop Texas' Tallest Structure

A goofy idea? Sure, but the roster of WFAA-TV's exclusive Texas Topper Club is already a whopper, and thousands more will sign up during the Texas State Fair (largest in the world, naturally).

The Result: A Lasting Bond Between The Station And Its Viewers — Your Client's Customers. When They Think Of TV — They'll Think First Of Channel 8.

Now your signature (on microfilm) can be placed with our new 12-bay antenna 1685 ft. above average terrain. So sign and return the coupon and we'll take care of the rest. And just for laughs, you'll get a Texas Topper Club membership card!

Channel **8**

WFAA-TV
DALLAS
NBC · ABC · DUMONT

RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

TEAR OUT COUPON

YES INDEED, add my name. Send my membership card to: (Print name and address)_____

_____

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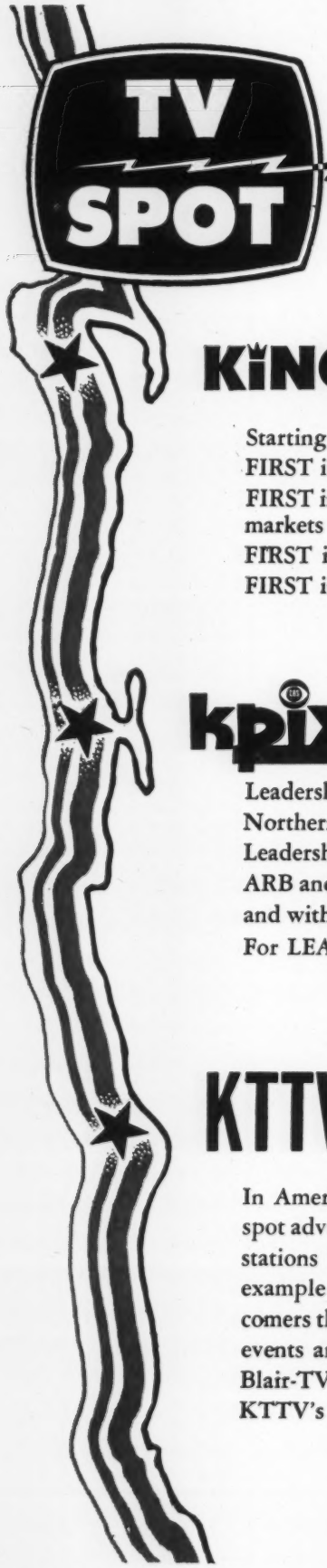
_____

Write signature on bottom line.

BT



LEAD

KING-TV ···*Seattle-Tacoma*

Starting its 8th Pace-Setting Year.
FIRST in audience. (Pulse & ARB, August 1955)
FIRST in number of national spot advertisers in multiple station markets in the United States.
FIRST in promotion.
FIRST in effective merchandising.

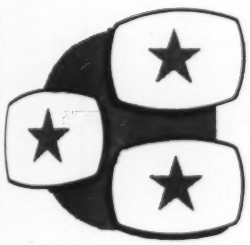
kpix ···*San Francisco*

Leadership in number of national spot advertisers among *all* Northern California stations...
Leadership in San Francisco in across-the-board, around-the-clock ARB and Pulse ratings...in local live participating programs... and with four out of San Francisco's first five network programs.
For LEADERSHIP it's KPIX!

KTTV ···*Los Angeles*

In America's third market, KTTV is not only first in national spot advertising but vies for audience leadership among all seven stations in the highly competitive Los Angeles area, a classic example of how an independent television station can match all comers through emphasis on local personalities, news and special events and the careful scheduling of syndicated film. See your Blair-TV man for full information and for latest news about KTTV's "smash" merchandising plan.

ERSHIP



*Three Western Stations lead the nation in spot business**

BUY WEST, BUY BEST!

It is more than a coincidence when three television stations, unrelated except by geography, lead the nation in numbers of spot accounts. But that geography is significant. *All three are Pacific Coast stations!*

All up and down the Coast, miraculous increases in population, the westward movement of industry, the nation's highest sectional employment, the upward trend of every business index combine to point an indicative finger westward. Buy West... and buy best!

the place to be
KTTV channel 11
Los Angeles Times Television
Represented by BLAIR-TV

kpix San Francisco
Represented by
THE KATZ AGENCY

FIRST IN SEATTLE
KING-TV
Channel 5
100,000 Watts
BLAIR-TV

* Rorabaugh report 2nd quarter '55 in multi-station markets.

CAPITAL TYPES #13

THE QUADRUPLICATOR

Childhood ambition was to join the Rockettes; got mixed up with the Four Hawaiians instead. Fond of roundelays, notably Three Blind Mice and Row, Row, Row. Holds girls' junior high school record for the sixty-yard low hurdles. Weeds garden while tuned to Cool jazz; keeps carbon copies of notes to the milkman.

But advertisers in Washington using WTOP Radio are getting unduplicated results. WTOP has (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular local personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales

IN REVIEW

WIDE WIDE WORLD

ANOTHER KALEIDOSCOPIC view of America was presented the viewing public last week as *Wide Wide World* made its second tv appearance.

Sometimes tender, sometimes "corny," and sometimes hampered by climatic and technical difficulties the show was a moving combination of Thanksgiving Day, New Year's Day and an annual vacation all rolled into one.

Under the masterful guidance of m.c. "90-Minute Garroway" it was a rather entertaining program. As usual, however, the network couldn't resist the opportunity to plug a couple of its shows—in this case "Alice in Wonderland" and *Monitor*.

The public is looking forward to another *Wide Wide World* glimpse, perhaps not with bated breath, but certainly with a high degree of interest.

Production costs: $100,000

Sponsored by General Motors and GM divisions (United Motors, AC Spark Plug and Guide Lamp) through Campbell-Ewald and D. P. Brothers agencies on NBC-TV, Sun., 4-5:30 p.m. EDT, Oct. 16.

Executive producer: Barry Wood; producer: Herbert Sussan; narrator: Dave Garroway; director: Dick Schneider; writer: Saul Levitt; unit manager: Stuart MacGregory; music director: David Proekman; scenic designer: Reuben Ter-Aratunian.

LIFE IS WORTH LIVING

ALTHOUGH Bishop Fulton J. Sheen's *Life Is Worth Living* changed networks (Dumont to ABC-TV), nothing else in the program has changed. The Oct. 13 premiere measured up to the program's previously high standards and probably will receive the same good ratings.

The elegantly arrayed bishop in the familiar religious setting discussed the question: "Has Russia Really Changed?" for his assembly of confirmed Sheenites. As before, the bishop displayed his talent for utilizing subtle humor in presenting his uninterrupted talk.

Production costs: Approximately $25,000

Sponsored by Admiral Corp. through Russell M. Seeds Co. on ABC-TV, Thurs., 8-8:30 p.m. EDT.

Cast: His Excellency Bishop Fulton J. Sheen

Producer: Fred Heider; director: Eddy Nugent.

CYRANO DE BERGERAC

IT is a measure of television's dramatic maturity that last week's "Cyrano de Bergerac" can be considered from a more sophisticated critical viewpoint than has heretofore been the case with tv drama.

NBC wisely gave craftsmen their heads in this romance of bygone years. In Jose Ferrer and Burr Smidt it has welded a combination that was above par last Monday night.

Ferrer was, as has become expected of him, consumate in the role of the monstrous looking Cyrano. He portrayed with matchless skill the love of the misshapen swordsman for the beautiful Roxane. He played the part in the grand manner, but gave it an astringency that made more potent the passion he was carrying. Undoubtedly, Walter Hampden's years in this role will come to mind. Well, Hampden played his Cyrano for the 1920s and 30s; Ferrer for the 1950s. Different times, different conceptions.

In Mr. Smidt, NBC has a find. The settings for each of the scenes of this version of Beauty and the Beast were notable in conveying with a minimum of clutter the mood of each scene. Not only was the sparsity of props evident (and welcome), but the use of lighting to engender mood added to the impression of an old master's painting. Here was an experience to which tv viewers have not been exposed in any degree. It was fine theatre staging.

Claire Bloom, the English actress, was properly the incomparably lovely Roxane. Lurking beneath the more or less empty words and actions of Rostand's heroine, we thought we detected some sparkle of greater talents.

In many other facets, NBC-TV's Cyrano was exceptional. There was a sense of timelessness, if that word can be used, in this production. The actors did not seem to be hurrying along to beat that clock. In fact, the final scene where Cyrano's love for Roxane is disclosed, was as unhurried a piece of dramatics as has been seen on tv. In certain scenes, the camera angles were touched with art (Cyrano's profile in the garden, Cyrano's face in counterpoint to Roxane's beauty). As a period piece, the color values in the costumes and settings were excellent.

Production Costs: Approximately $160,000.

Sponsored by Ford Motor Co. through Kenyon & Eckhardt and RCA Victor through Kenyon & Eckhardt (this only agency for RCA for this show) on NBC-TV, Mon., 8-9:30 p.m. EDT.

Produced and staged by: Jose Ferrer; supervised by: Donald Davis and Dorothy Mathews; directed for tv by: Kirk Browning; assoc. supervisor: Andrew McCullough; author: Edmond Rostand; translated from the French by: Brian Hooker; tv adaptation: Joseph Schrank; settings: Burr Smidt; art director: Richard Day; costumes: Guy Kent; music direction and composition: George Bassman; make-up: Richard Smith; unit manager: Perry Cross; assoc. director: Dean Whitmore; production stage manager: George Lawrence; technical director: Jack Coffee; lighting: Jack Fitzpatrick; audio: Fred Christie.

GRAND OLE OPRY

THEY DON'T call it hillbilly anymore; nowadays it's "country music."

Tv viewers can get a full hour of top-notch rural entertainment on ABC-TV in the conversion of Grand Ole Opry from strictly radio (and some film) to live tv, too.

The first network tv rendition of the show (Oct. 15) was keen on production—there was lots of singing, geetar strummin' and hayseed humor, enough to keep an audience interested, entertained and foot-tapping.

The fans of "skwar" dancin' and yodeling—and contrary to popular conception they don't all live in Kentucky or Tennessee; many an urbanite or cosmopolite bestirs to the callin'—now have the opportunity of not only hearing their idols but also seeing them in the flesh (and a good many of the belles cut mite pretty figures on the screen).

Costuming, setting and camera work were up to the best in present day television standards. Guest stars Les Paul and Mary Ford were poignantly twangy. The old familiar "Tiger Rag" was only thinly disguised by the Paul-Ford combination—and catchy enough to evoke many an Ozark's fond recollection of days on the Princeton campus.

As country music's showpiece, Grand Ole Opry is an excellect choice. It should prove an effective ambassador in the living rooms of the sophisticated, as well as downright solid entertainment for the blue jean folk.

Production costs: Approximately $10,000.

Sponsored by Ralston-Purina (Chows Div.)

through Gardner Adv. on ABC-TV every fourth week, Saturdays, 8-9 p.m. EDT.

Permanent cast: Minnie Pearl, Hank Snow, Carl Smith, Ernest and Justin Tubb, Martha Carson, Rod Brasfield, Jimmy Dickens and Grand Ole Opry square dancers. Guest Stars: Les Paul and Mary Ford; Judy Lynn (Miss Idaho.)

Producer: Irving Waugh of WSM-TV Nashville.

PEOPLE'S CHOICE

THESE are dog days in television. It's getting so the canines on video are to the point of telling shaggy people stories. In fact, *People's Choice* represents one of the most "shaggy" story lines of the season in the boy-meets-girl department, but happily the talking dog saves the show.

The whirlwind courtship of the initial program, in which the mayor's daughter chases a reluctant forester chasing rare birds, bordered on the unbelievable even for make-believe. Some fast double-entendre quips bordered on the unbecoming for home audience, especially early evening. Not that we didn't laugh long and loud. We did. Especially at the wise comments by sad-eyed Cleo, the pooch.

If the viewer hasn't had his fill of tv dogs by now, the series should prosper. It will if you don't have to be too broadminded to feel comfortable watching it with the family.

Production costs: Approximately $30,000.

Sponsored by The Borden Co. through Young & Rubicam on NBC-TV Thursdays, 8:30-9 p.m. EDT.

Producer and creator: Irving Brecher; director (premiere): Irving Brecher; production supervisor: Al Simon; director of photography: James Van Trees; assistant director: George King; unit manager: Herbert Browar.

TV READER'S DIGEST

A STORY of child courage and the power of faith in overcoming all obstacles, material and physical, was offered by *Tv Reader's Digest* last Monday as the series premiered for its second year.

"Child Pioneer," taking place in the 1840's, told of the plight of a 13-year-old boy and his efforts to bring five younger brothers and sisters and a newborn baby from the East, across the plains to Oregon after his mother and father died enroute. He grappled with seemingly insurmountable odds in what one "old timer" described as a "heart-breaking test for seasoned adults." Part of the trip the "children" even had to travel on foot, but with baby in arms they reached their goal and a happy ending.

The story was simple and adequately presented. And directed to a youthful audience the show probably would command attention and deep concern over the ordeal. But directed to the great family audience the lesson of "Child Pioneer" was a little difficult for adult members to translate into meaning. The facts of the story were a little too remote.

Perhaps *Tv Reader's Digest* has something in its forthcoming film anthology for the rest of the family, in addition to Junior.

Production costs: Approximately $30,000.

Sponsored by: Studebaker-Packard Corp. through Ruthrauff & Ryan for Packard and Benton & Bowles for Studebaker on ABC-TV, Mon., 8-8:30 p.m. EDT.

ALCOA HOUR

NEWEST ENTRY into the field of full-hour dramatic series is Aluminum Co. of America's *Alcoa Hour* on NBC-TV Sunday night. It's quite a departure for Alcoa, which in past seasons had sponsored Edward R. Murrow's *See It Now* documentary. But it's money well spent, as the teleplay series is a cinch to win a hunk of the huge Sunday night audience.

There's really nothing to distinguish *Alcoa Hour* from any other dramatic show—except, of course, the commercials. And except that it promises to be better than most. The initial venture, "Black Wings," was an intriguing if somewhat unbelievable yarn about a German pilot who had dropped bombs on a helpless English village, then came back after the war as a doctor to patch up the damage—and incidentally win himself a girl. At times it bordered on the melodramatic, but for the most part ranked as "better" tv entertainment.

Production costs: Approximately $40,000.

Sponsored by Aluminum Company of America through Fuller & Smith & Ross on NBC-TV, Alt. Sun., 9-10 p.m. EDT.

Producer: Herbert Brodkin; Assoc. Producer: Philip Barry Jr.; Directors: Norman Felton, Dan Petrie, Robert Mulligan, Sidney Lumet, Ralph Nelson and others; script supervisor: Herbert Hirshman; casting director: Joan MacDonald; music director: Glenn Osser; costumes: John Boxer; set director: Jim Russell; unit manager: Milton Myers.

PLAYWRIGHTS '56

NBC-TV's *Playwrights '56* scored heavily with its second show last Tuesday night by dusting off one of Ernest Hemingway's lesser-known tales, "The Battler" and molding it into an hour of forceful dramatic entertainment.

Adapting a Hemingway story into a good teleplay isn't the easiest job in the world, but writers A. E. Hotchner and Sidney Carroll gave Fred Coe's star-studded cast something to work with in this one. The story centers around young Nick Adams who leaves home in a burst of ignorance and enthusiasm and hops a freight for Chicago, seeking fame in the prize-fighting ring. Vividly created by Dewey Martin in his first major tv role, Nick stumbles into the hobo jungle camp of Ad Francis, one-time champion boxer who has drifted down the often-traveled road of the fame-and-money people.

At this point actor Paul Newman took complete charge of things. Mr. Newman's portrayal of Francis was a gem. Through a series of skillful flashbacks engineered by director Arthur Penn, we see Francis as a handsome champ who fails to take the advice of his wife, played well by Phyllis Kirk, and get out of the fight game while he still has his looks and brains, and watch his downward progress from the bottle to jail, and finally, insanity. As Francis' sidekick in the hobo jungle, actor Frederick O'Neal was both believable and moving in his performance.

Producer Fred Coe has a winner with this show if he can keep his team moving at their present fast pace.

Production costs: Approximately $30,000.

Sponsored by Pontiac Motors Div., General Motors Corp., through MacManus, John & Adams on NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EDT.

Producer: Fred Coe; assoc. producer: Bill Nichols; director: Arthur Penn; assoc. director: Dominick Dunne; script editor: Oliver Flanders; writers-tv adaptation: A. E. Hotchner and Sidney Carroll; casting director: Everett Chambers; production assistant: Jane Wetherell; music director: Harry Sosnik.

NEW
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Main office and studios in Hutchinson: office and studio in Wichita (Hotel Lassen). Howard O. Peterson, Gen. Mgr.

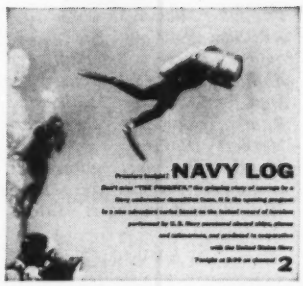
CBS Television presents the premiere tonight of an adult and provocative dramatic series of the old West
GUNSMOKE
starring James Arness
Hailed by critics as the "High Noon" of broadcasting when it first excited millions on radio, you are certain to be caught up in the tension which hangs over a sun-baked frontier community, and to applaud a new star on television. Tonight at 10, channel 2

"CBS would appear to have a winner"
JACK GOULD, NEW YORK TIMES

"Got off to a fine start"
N.Y. JOURNAL AMERICAN

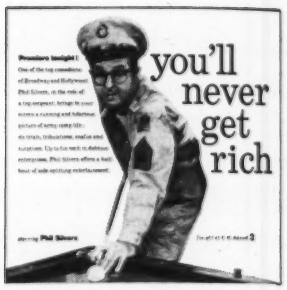
"Top notch quality... superb photography, realism and pacing..."
ST. LOUIS GLOBE DEMOCRAT

"Will outdraw its Western competition"
N.Y. DAILY NEWS



"The best (of the new candidates)..." TIME MAGAZINE

"Loaded with suspense, full of realism, authentic..." N.Y. HERALD TRIBUNE



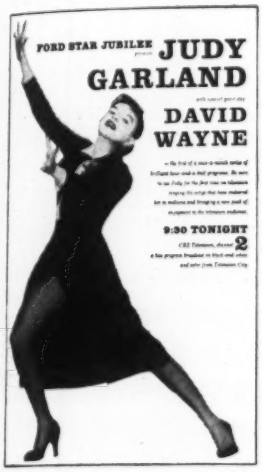
"An irresistibly funny television series"
N.Y. HERALD TRIBUNE

"A very funny and well done show... Silvers is a great comedian" NEW YORK POST

"Packed with humor... (Silvers) is superb"
NEW YORK TIMES

"We haven't laughed so much in years... Silvers... will be the comedy standout of the 1955 season"
N.Y. DAILY NEWS

"Perfectly wonderful"
HARRIET VAN HORNE, N.Y. WORLD-TELEGRAM

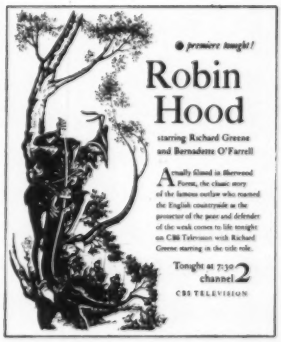


"Triumphant production"
NEW YORK TIMES

"There's never been anything like the one woman show staged by Judy Garland... over CBS... pure magic. CBS had the best spectacular to date"
HARRIET VAN HORNE, N.Y. WORLD-TELEGRAM

"Will go down as another triumph... an hour-and-a-half of excellent televiewing"
RADIO DAILY

"She proved herself as great a performer on television as in the movies and on the stage"
BEN GROSS, N.Y. DAILY NEWS



"Rousing entertainment ... first rate..." NEW YORK TIMES

"The answer to those who have been crying for entertaining quality shows for youngsters... of interest to old and young alike" N.Y. DAILY NEWS

AS ADVERTISED

The excitement of the critics over the new CBS Television programs was matched by the enthusiasm of the audience. (More people, for example, watched the first "Ford Star Jubilee" than any other 90-minute program on any network in television history. And it was identified with a *single* sponsor!)

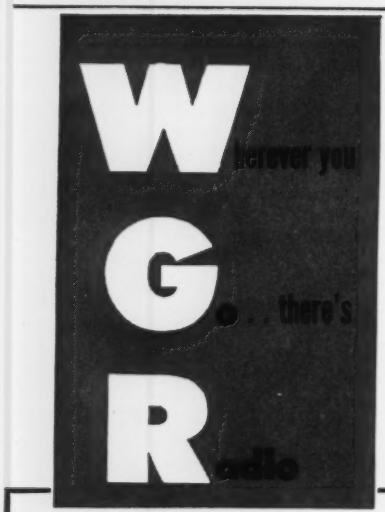
To advertisers the real significance of this achievement is that with each program the performance was equal to the promise. For the past four years they have known that CBS Television has delivered more of the most popular programs at a lower cost per thousand than any other television network. Now they can count on CBS Television to enhance its value even further during the coming season.

This confidence is perhaps the underlying reason why American business continues to invest more on CBS Television than on any other single advertising medium in the world.

CBS TELEVISION

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*



and in Buffalo Radio means

NBC Buffalo Affiliate

Representatives: **FREE and PETERS**

OPEN MIKE

General Mills Agencies

EDITOR:

Correction in your story [B•T, Oct. 10] in regard to General Mills participation in Walt Disney's *Mickey Mouse Club* show, Knox Reeves Advertising Inc. has the prime responsibility for General Mills section for this show as producing agency and also handles Wheaties commercials. Other agencies and products are: Wm. Esty Co.-Jet commercials; Dancer-Fitzgerald-Sample-Cheerio commercials; Tatham & Laird-Trix commercials; BBDO-cake mix commercials.

R. H. Burbank
Knox Reeves Advertising Inc.
Minneapolis, Minn.

[EDITOR'S NOTE: Credits for B•T's review of the Monday (Oct. 3.) "Mickey Mouse Club" reported BBDO alone as the General Mills agency in line with information supplied by ABC-TV. We regret the omission of the other agencies involved.]

Telecasting Yearbook

EDITOR:

I have just had an opportunity to thumb through the 1955-56 TELECASTING YEARBOOK-MARKETBOOK and as usual, I find it contains a wealth of information. I always retain copies of this book since I frequently have occasion to refer to the facts in it.

Arthur S. Pardoll
Director of Broadcast Media
Foote, Cone & Belding, New York

EDITOR:

. . . Received the 1955-56 issue of your TELECASTING YEARBOOK. I am sure that this wealth of information will be of great value to me throughout the year . . .

Dave D. Lambert, Media Dept.
Benton & Bowles, New York

Fair Play

EDITOR:

I want to thank you for the fair and equitable manner in which the story on page 66 of the Oct. 10th issue of B•T treated the relations between Vitapix and Guild Films . . .

It is refreshing to read an article which reflects the objective analysis of your research and reporting staff.

R. R. Kaufman, President
Guild Films Co.
New York

Realities of Life—Yes

EDITOR:

. . . One thing in the issue of Sept. 12 simply rankles and I decided that perhaps it would be well to write you about it. This . . .has to do with a criticism of *The Life and Legend of Wyatt Earp* appearing on ABC-TV.

Generally speaking, I enjoy the criticisms that appear in the magazine and most of the criticisms are excellent. However, I must point out that during the period that this show embraces in the history of the western part of the United States, and especially the State of Kansas, lawlessness and profligacies flourished to an extent that can be scarcely creditable to our times . . .

The incident around which the opening play revolved has its basis in fact, and it is true that Wyatt Earp walked right up to Ben Thompson who was holding a loaded double-barrel shotgun leveled at Earp's chest. Thompson was backed up by more than 40 drunken men, all of whom were armed and who in company with Thompson had taken over the town of Ellsworth rather completely before the arrival and deputizing of Wyatt Earp. This is all well and good about the facts.

I am afraid your reviewer was in error, because ABC had the facts in this case. I have no complaint with the review as it stood. As a matter of fact, the review was a good one and the criticism was well taken, but I am afraid your reviewer took a little more on himself than was entirely in keeping with a good criticism of this show . . .

Robert H. Bolling
The Bolling Co.
Chicago, Ill.

Southern Market Stories

EDITOR:

I would appreciate your sending me reprints of the Georgia [B•T, Dec. 27, 1954], the Carolinas [B•T, March 21] and the Mid-Gulf States [B•T, June 27]. These stories were certainly outstanding and since we are in such an expanding market here in the South, they are most valuable to me as a ready reference . . .

Tom Daisley
Tom Daisley Advertising
Columbia, S. C.

Energetic Editorializing

EDITOR:

I've read with a great deal of interest B•T's recent stories on radio editorializing and [the Sept. 26] editorial "Ungagged But Silent."

For five and a half years, WMSC (1,000 watts) has been the outspoken voice of South Carolina's capital city—editorializing five times each week on issues of local interest, most of them controversial and many never mentioned in the local press which constitutes a monopoly and is never outspoken . . .

Ned Threatt, News Dir.
WMSC Columbia, S. C.

Next Question, Please

EDITOR:

Your Oct. 10 issue with article on Campbell Soup-BBDO spot dividend plan raises a question.

Does BBDO ask print media for dividend space?

Kenneth D. Caywood, Sales Dir.
WAVI Dayton, Ohio.

Coverage Complimented

EDITOR:

. . . Everyone was most impressed with the fine coverage given the [Pacific Region] Convention by your excellent publication [B•T, Oct. 10] . . .

John L. Del Mar
American Assn. of Advertising Agencies
New York

Weak Week

EDITOR:

The week immediately preceding National Radio & Television Week . . . I attended a luncheon meeting in one of America's greatest markets. The meeting was called for final reports of committees appointed to promote the "weak." The chairman, from the power company, was out of town, but the sub-chairman carried on. He first called upon the representative from *Life* and the gentleman told how *Life* was tying into the promotion (window streamers, sorry, but not enough to go around.

WHAT CAN AGENCY MEN LEARN FROM THE ALLIGATOR?

from Gulf To Ocean • Gainesville To Okeechobee

. . there's a powerful new selling force. Radio W•GTO, reaching a million and a half potential buyers. You know *they buy*—each year they spend nearly a billion and a half dollars! But do they *listen?* Just write for the signed comments of enthusiastic listeners from Gulf To Ocean—Gainesville To Okeechobee. Listeners who, because of the superior programming, music and news, prefer to keep their dials set at 540 kc.

How can a *new* station catch on *so fast?* It's no accident—and it's no *secret.* W•GTO is owned and operated by KWK, St. Louis. *Selling savvy pays!*

10,000 WATTS
540 KILOCYCLES

W•GTO

HAINES CITY, FLA.
PHONE 6-2621

owned and operated by KWK, *St. Louis, Missouri*

Represented by
WEED & COMPANY

Now, WMCT offers advertisers an unparalleled advantage. For *only through* WMCT will daytime network shows be telecast during October and November.

P.S. Of course, the popular NBC nighttime TV shows, as always, will be seen over WMCT.

***382,000 Mid-South TV Homes can get these top NBC Network shows from Memphis only on WMCT.** DING DONG SCHOOL • TENNESSEE ERNIE • THE WORLD AND MR. SWEENEY • AFTERNOON DRAMAS • PINKY LEE • HOWDY DOODY

Result: . . . the largest daytime audience you've ever been able to buy in Memphis.

*(according to latest distributors' figures.)

WMCT MEMPHIS CHANNEL 5

WMC-WMCF-WMCT
MEMPHIS' first TV station
100,000 WATTS
NBC Basic Affiliate
National Representatives The Branham Company
Owned and operated by THE COMMERCIAL APPEAL

etc.). Next we heard what the *Saturday Evening Post* planned to do . . .

Advertising managers of two local newspapers then reported on the amount of space they had *sold* to salute the "weak." And it sounded like a substantial amount. The managing editor of a newspaper . . . made the preposterous statement that his paper would do "four times more to promote the week than anyone else at the meeting." Then he made a direct solicitation: "If you (the dealers and distributors present) will back up the week with some ads, we'll do even more."

Retailers and distributors (who were present in the majority) pledged their all for good old NR&TW. Then someone thought of asking the stations about their plans. They, of course, spoke of "X" number of spots, etc., each day.

The concluding report was from the power company representative (substituting for the absent chairman). After a big build-up he displayed a quarter-page layout that he proudly said would run in all the dailies. This was *paid* space, mind you . . .

If the newspapers can pressure dealers and distributors into using space instead of station time, and the national publications can take over appropriations that should go to the networks and national spot, then what right does broadcasting have in celebrating a week—or for what purpose?

Let's start now for an aggressive, hard-punching, non-stop Radio & Television Week in 1956—for broadcasting, by broadcasting and in the interests of all America . . .

Arthur C. Scofield
Adv. & Sales Prom. Mgr.
Storer Broadcasting Co.
Miami Beach, Fla.

WBBQ's Star Castle

EDITOR:

WBBQ noted with considerable interest your article "Radio Under Glass" [B•T, Sept. 19]. Frankly, we were surprised to see the imitators of Star Castle, rather than the originators, filling the four-column story. WBBQ began operation from its Star Castles in August 1954. Every gimmick mentioned in the article plus many more were trial tested by WBBQ.

As you well know, the idea of radio under glass is not new at all but goes back many years. WBBQ simply took the idea and glorified it. From the day we started Star Castle programming, we have been besieged by phone calls and personal visits from radio station and drive-in operators through the southeast . . . Our name "Star Castle" is a registered name. It would seem that others have developed their names from "Star Castle" and its theme, "Music by the Stars, under the Stars." . . .

Ed Dunbar, Gen. Mgr.
WBBQ Augusta, Ga.

[EDITOR'S NOTE: In its story on drive-in studios, B•T noted that the idea was being used in many cities, with Star Castle one of the more popular names.]

Radio Special

EDITOR:

Your Sept. 19 issue has rendered a great service to the industry. Please forward 10 extra copies . . .

William T. Cranston, V.P. & Gen. Mgr.
CKOC Hamilton, Ont.

EDITOR:

. . . Congratulations for the tremendous job you did on the entire Sept. 19 issue.

Clayton Kaufman, Dir. Prom.-Pub.
WCCO Minneapolis

D-DAY...KRLD-TV

ON OR ABOUT MID-DECEMBER

552,740

TELEVISION HOMES

IN KRLD-TV'S NEW AND ENLARGED COVERAGE AREA.....

TEXAS TALLEST TOWER

1685 FT. ABOVE AVERAGE TERRAIN

42 Texas and Southern Oklahoma counties make up KRLD-TV's effective coverage area.

Population . .	2,217,610
Families . . .	669,910
Retail Sales	$2,527,962,000

Source: SM's Survey Buying Power, May 10, 1955. Television Magazine Survey of TV Sets August, 1955, plus September and October sales estimates.

Legend

GRADE A . . 68 D B U
GRADE B . . 47 D B U
100 uv/m . . 40 D B U

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

CLYDE W. REMBERT
President

BIG VOICE

IN NORTH CAROLINA'S
GOLDEN TRIANGLE

NBC for WINSTON-SALEM GREENSBORO HIGH POINT

5000 W • 600 KC • AM-FM

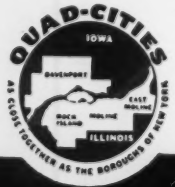
WSJS RADIO
WINSTON-SALEM
NORTH CAROLINA
HEADLEY-REED, REPRESENTATIVES

THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.

NOW ¼ MILLION PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this good 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

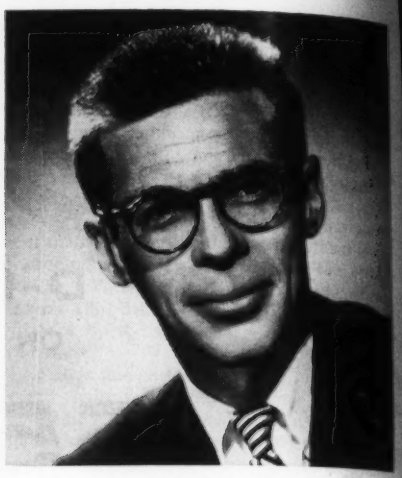
CBS FOR THE



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

our respects

to RICHARD S. SALANT



"BROAD GAUGE" is a phrase that crops up in Dick Salant's conversation from time to time. A man "has a broad-gauge mind." Or "he's a broad-gauge man." Mr. Salant uses the term sparingly, clearly reserving it for men whose talents, in his opinion, ably encompass a great many fields, not all of them necessarily related. If the phrase may be borrowed for a moment Mr. Salant can be said to be the "broad-gauge" type himself.

Physically, there is nothing broad about him. He stands 5 feet 10 inches and would not weigh more than 125 pounds while carrying a loaded briefcase and an armful of assorted books and documents, which he is often apt to be doing. But in a casual hour's conversation, when the business at hand permits, he will discourse knowledgeably on a succession of subjects that may deal generally or intricately with, for example, radio and television networks, the records business, manufacturing, television line charges, programming, politics and political broadcasting, audience motivation, uhf vs. vhf, FCC policies and problems, Congress and Congressmen, vacations, Bermuda, and, begging the Bermuda Travel Bureau's pardon for mentioning them in the same breath, cockroaches. He is a candid as well as extremely articulate man.

It is Mr. Salant's business, of course, to be acquainted intimately with a number of these subjects, among many others. He is a staff vice president of CBS Inc. and realistically, if not titularly, his is a vice presidency of the more or less plenipotent, or free-wheeling, type.

He does hold certain specific responsibilities of top-level importance. He is a member of the CBS Inter-Divisional Manufacturing Plans Committee, for example, and is one of the six members of the CBS Editorial Board. He also is secretary to the CBS board of directors. Additionally, the legal departments of CBS report to him, as does the CBS Washington office. But he also is apt to be assigned to work out—in cooperation with those directly in charge, of course—solutions to almost any problem that cannot be put down by ordinarv measures.

Mr. Salant has been with CBS as a vice president since July 1952, and before that he was associated primarily with CBS as a partner of the New York law firm of Rosenman Goldmark Colin & Kaye, which was and is general counsel to CBS. It was largely his work for CBS through this unpunctuated law firm that brought him to Columbia's corporate attention.

His best known work in this connection probably is his handling of the year-and-a-half's proceeding which won FCC approval—and subsequent affirmation by the U. S. Supreme Court—of the CBS system of incompatible color television. In the record book Mr. Salant won that case but other manufacturers did not see fit to manufacture incompatible sets, and Mr. Salant, in retrospect, can speculate good-humoredly that "with one more victory like that, I could put CBS out of business."

Mr. Salant also claims some sort of record with two earlier cases he handled for CBS before the FCC. These were the CBS part of the defense against Station Representatives Assn.'s attempt to put the networks out of the station representation business, back in 1949, and the comparative hearings on San Francisco television. Neither case was ever decided of or by itself, prompting Mr. Salant to observe: "A great record. In my first two cases there's never been a decision."

Richard S. (no middle name) Salant was born April 14, 1914, in New York City, the son of Louis and Florence Salant. After Philips Academy, Exeter, N. H., where he was graduated in 1931, he went on to Harvard College (graduated 1935) and Harvard Law School, graduating in 1938 magna cum laude. He also was elected to Phi Beta Kappa and was an editor of the Harvard Law Review.

After he had grown to manhood, Mr. Salant discovered that his record had been marked with a stigma, albeit erroneously, at the very date of birth. Looking up his birth certificate for passport purposes, he learned that the attending physician had marked him down as a girl. Weighing the red tape that would be involved against the probable benefits to be derived, he has never taken the trouble to have the error officially corrected. Besides, he got the passport anyway.

From Harvard Law School Dick Salant went straight into government service. He was on the legal staff of the National Labor Relations Board in Washington in 1938-39, then moved to the legal staff and subsequently became acting director of the Attorney General's Committee on Administrative Procedure. Next stop was the Solicitor General's Office of the Justice Dept., where he served from early 1941 to 1943 and got his first experience in communications law—in briefing the Government's defense of FCC's famed (or infamous, depending on the point of view) Network Regulations.

During World War II, Mr. Salant served in the Navy, which he entered in 1943 as an ensign and left in 1946 as a lieutenant commander. Except for three admittedly seasick days, he had desk duty, serving primarily in Navy Secretary Forrestal's office and on legal procurement work. He joined Roseman Goldmark Colin & Kaye in 1946 and was made a partner in 1948.

Mr. Salant was married in June 1941 to Rosalind Robb. They and their four children —Rosalind, 13; Susan, 12; Robb, 8, and Priscilla, 2—live in suburban Rye, N. Y. He plays an important role as chairman of NARTB's Tv Transmission Tariff Committee, which deals with intercity relay cost matters.

His hobby, when time permits, is tennis.

Just Out!

The latest word for radio broadcasters!

In 120 pages, you will find complete information about the famous RCA line of transmitting equipment for radio broadcast operations. This new catalog is fully illustrated, designed to serve as a planning and buying guide for station management and broadcast engineers. Descriptive texts are brief, factual, down-to-earth. Specifications, charts and diagrams complete the wealth of technical data.

For your copy of this catalog, ask your RCA Broadcast Sales Representative. Or write Dept. XB-22, RCA Engineering Products Division, Camden, New Jersey, on your station letterhead. In Canada, write RCA VICTOR Company Ltd., Montreal.

CONTENTS

Transmitters
STL Equipment
Input & Monitoring
Control Console
Remote Control
Tuning & Phasing
Crystals
Transmission Line
AM-FM Towers
Data Section

PIONEERS IN AM BROADCASTING FOR OVER 25 YEARS

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DIVISION CAMDEN, N.J.

Advertisement

From where I sit *by* Joe Marsh

Seen Monk's "Better Half"?

Monk McCarthy's latest creation has the town talking again. You can see it parked in front of Monk's auto repair shop on Maple.

Remember last year Monk cut two cars in half, and put their front ends together? You couldn't tell if the thing was coming or going. Sure attracted attention.

Now Monk's taken Tog Morgan's old sedan and completely restored one half of it. One side is as good as new, the other looks like—well, Tog's old car. "Sort of a before-and-after demonstration," Monk told me, "shows folks the kind of work I do."

From where I sit, some of Monk's ideas may look a little wild sometimes . . . but I wouldn't want to tell him how to run his business any more than I'd like him *to tell* me *what beverage to enjoy. He always keeps a hot pot of tea in his garage—I'd rather have a cold glass of beer—but respect for each other's opinion is "auto"-matic with us both.*

Joe Marsh

Copyright, 1955, United States Brewers Foundation

CARROLL A. RAY

on all accounts

BIG AGENCIES with big budgets to spend are no strangers to radio and television. But when a smaller shop tells you radio and tv work just as effectively for advertisers with not-so-big budgets, it is significant.

Perhaps more significant is the experience of Carroll A. Ray, radio-tv director for Neale Advertising Assoc., Hollywood. Mr. Ray finds radio stations more and more are adjusting their operations so smaller advertisers can use the medium successfully. He points to the trend in saturation spot campaigns and network recognition of the needs of low-budget sponsors as examples of the new flexibility.

Television, too, he finds is putting more flexibility into its way of doing business, such as the "magazine" concept. As a result, broadcast billings at his agency are continuing to grow.

Mr. Ray has specific words of caution, however, when new advertisers want to jump into television. "Don't dabble," is his comment.

Mr. Ray is account executive for Descoware Corp., importer and national distributor of cast-iron, porcelainized cooking utensils. He has been using television spots and programs for this advertiser in the West and says this type of cooking ware "is now outselling any other metal ware in Southern California."

He also buys radio for Food Machinery & Chemical Corp.'s John Bean sprayers and Shur-Rane irrigation sprinklers and places tv for Virtue Bros. Mfg. Co., Los Angeles manufacturer of metal dining furniture. A new account, Prudential Savings & Loan Assn. of San Gabriel, is using spot radio.

Born May 22, 1922, in Huron, S. D., Carroll Ray studied advertising and public relations at the U. of Minnesota School of Business both before and after World War II, when he served in Europe as glider pilot and public relations officer. His practical agency experience began in 1946 at Firestone-Goodman Adv., Minneapolis, and followed a year later at Walker Adv. there. In 1948 he joined Erwin, Wasey & Co. in that city as production manager and later became account executive.

In 1951 he joined Schaefer Inc., Minneapolis manufacturer of ice cream cabinets and home freezers, as sales promotion manager, switching to Neale Adv. in January 1954.

Mr. and Mrs. Ray (she is the former Geraldine Van Dyke of Minneapolis) live in an apartment on Sunset Blvd., two blocks from his office. He has two pools in which to swim: one at home; one at the office. "And once in a while I play golf," he says.

ONLY ON

WBT Radio

COLOSSUS OF THE CAROLINAS

6 six (AP) award winners...

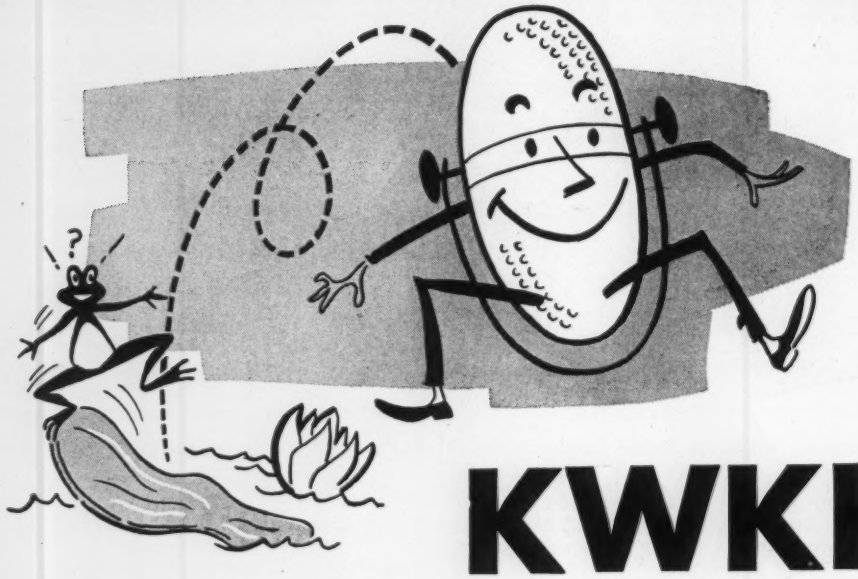
No stranger to awards, WBT Radio starts its 34th year by winning five firsts and one second out of seven categories in the 1955 North Carolina AP News Broadcasting Competition.

Alert, imaginative, mature, WBT's news service to its 2,500,000 listeners typifies an overall program service which wins an average share of audience attained by few American stations (47%—1955 Pulse of Charlotte).

Relate this radio rarity to your own selling problem by calling WBT or CBS Radio Spot Sales.

1. "Big Bill" Ward, Sports, Superior; 2. J. B. Clark, Special Events and Documentary, Superior; 3. Phil Agresta, State and Local News, Superior; 4. Jim Patterson, Commentary, Superior; 5. Jeanne Alexander, Women's News, Superior; 6. Jack Knell, Comprehensive News, Excellent.

JEFFERSON STANDARD BROADCASTING COMPANY
CHARLOTTE, NORTH CAROLINA



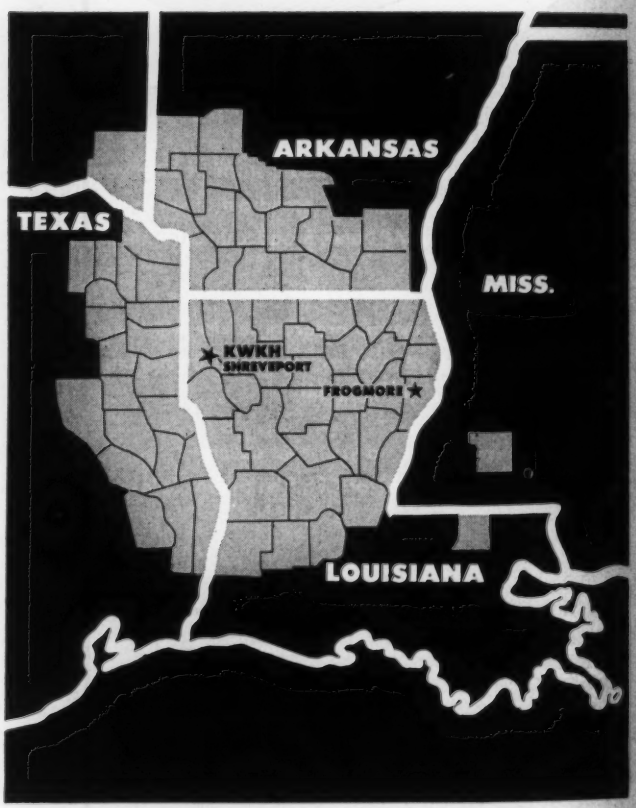
KWKH SHREVEPORT

HOPS INTO *Frogmore,* TOO!

KWKH coverage will make *you* jump for joy, too—includes *thousands* of farms, *hundreds* of towns like *Frogmore* (La.)— within our 80-county daytime SAMS area.

KWKH is the home-town favorite, too. Latest Hoopers show KWKH leading its nearest "competitor" *morning, noon and night*—up to 104%!

Cost-per-thousand-homes is 46.4% *less* than that of the second Shreveport station. The Branham Company has the facts.



Nearly 2 million people live within the KWKH daytime SAMS area. (The area includes additional counties in Texas, Oklahoma and New Mexico not shown on map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

[redacted]

BROADCASTING TELECASTING

October 24, 1955 Vol. 49, No. 17

FCC, INDUSTRY TAKE STEPS TO UNRAVEL UHF-VHF SNARL

- **Denial of deintermixture petitions for four cities looms**
- **But FCC tentatively approves deintermixture for Hartford**
- **RETMA offers to set up committee that would dissect uhf**
- **Office of Defense Mobilization will confer on release of v's**

IN a series of far-reaching actions last week, the FCC made some tentative decisions on the pending deintermixture petitions which bid fair to engulf the growing telecasting industry in one of the most faction-ridden, free-swinging allocations proceedings in its young (nine years) life.

The Commission, by a slim majority, instructed its staff, it was reliably learned, to draft orders:

• Denying the petitions for deintermixture in Peoria, Ill.; Evansville, Ind.; Madison, Wis., and Albany, N. Y.

• Granting the petition for deintermixture in Hartford and assigning ch. 3 from the Connecticut capital to Providence, R. I.

• Making final the pending vhf initial decisions in Peoria, Evansville and Madison.

• Authorizing the drop-in of vhf ch. 10 at Vails Mills, N. Y., outside Albany.

The FCC also instructed its staff to draw up an accelerated rule-making proposal regarding other deintermixture petitions, and such other plans as have been submitted (ABC, CBS, Mullaney-Welch, Mott & Morgan, among others), with comments likely to be required within two weeks and answers one week later.

The instructions were based on such slim majorities, it was learned, that when these documents come up again before the Commission a switch of one or two votes may reverse these decisions. They are believed scheduled to be submitted for Commission decision not earlier than Nov. 2. (There is no FCC meeting scheduled for next week; see box, page 76.)

At the same time, it was learned from a high FCC source, the Office of Defense Mobilization has acceded to the FCC's request for a conference regarding the acquisition of additional vhf frequencies for tv from government-military services. This conference will be held in a "few" weeks, B•T was informed.

Last week also saw the Radio-Electronics-Television Manufacturers Assn. offer to establish a technical study group to report on uhf's workability and its potentialities. The RETMA letter, over the signature of a top level, eight-man committee, declared that in its opinion tv needs both vhf and uhf channels.

Earlier in the week, the Commission was flooded with petitions from uhf broadcasters asking that nothing be done in pending vhf cases which would "aggravate" the existing uhf situation until the Commission decides the deintermixture petitions and has taken a "broad" look at the whole vhf-uhf allocations picture.

The uhf petitions specifically asked for a 30-day stay on pending vhf decisions.

Taking cognizance of the rumors flying throughout the broadcasting industry last week, FCC Chairman George C. McConnaughey told B•T Thursday that "The Commission has discussed all aspects of the uhf-vhf allocations situation and also the five deintermixture cases now before it.

"It has given instructions to the staff on drawing up a rule-making proceeding and also on the five deintermixture cases, granting some and denying others.

"There will be nothing further until a few weeks from now."

Mr. McConnaughey added that he felt more progress had been made on the uhf-vhf problem during the past week than for months previously.

Reports that the FCC had decided against deintermixture in four of the five cases before it set up a rolling tide of speculation that the Commission had decided to abandon the use of uhf for television.

At the FCC, it was emphasized that these decisions—if finally accepted by a formal majority—cannot be considered indicative at all of the FCC's point of view on uhf. What the Commission does in Peoria, Evansville and Madison, a spokesman said, cannot be taken to indicate what it will do in Texas, California or Pennsylvania.

Another reason why the FCC's decisions in the pending deintermixture cases cannot be used to deduce the future of uhf, this spokesman went on, is that the direction the Commission may move cannot be known until after its conference with government and military officials on the securing of additional vhf channels.

If a substantial number of vhf frequencies are acquired from these sources, it was pointed out, the Commission may then lean toward an all-vhf system of national telecasting. However, if none or only a few vhf frequencies can be gained, the Commission may be forced to keep the uhf channels in its scheme of tv allocations, this reasoning went on.

The RETMA committee—headed by Dr. W. R. G. Baker, GE vice president in charge of the Electronics Division—told the Commission that it does not believe that the "allocation system provided by the Sixth Report and Order has been proved fundamentally defective or inadequate.

"The television service in our opinion," the RETMA committee said, "needs both the uhf channels and the vhf channels now assigned to it."

Because there has been about three years experience since the 1952 order opening up the uhf band, the RETMA committee went on, "fruitful" studies can now be made to determine whether and in what respects the Sixth Report may need adjustments. "Such studies are needed," the committee said, "because many conflicting statements have been made which are not properly supported by factual information."

The committee suggested it could organize a program of study "to produce sound objective studies of the technological phases of the many problems and proposals before the Commission respecting the Sixth Report."

Among such studies, the committee said, might be measurements to indicate uhf coverage under various terrain and power conditions and the reliability and cost of uhf receiving equipment and its potential for improvement.

The studies would not consider economic or regulatory matters, the committee said.

Members of the RETMA Frequency Allocation Study Committee, all of whom approved the communication to the Commission, include in addition to Dr. Baker: H. Leslie Hoffman, Hoffman Electronics (and president of RETMA); Max F. Balcom, Sylvania Electric Products Inc.; Paul V. Galvin, Motorola Inc.; E. C. Anderson, RCA; H. C. Bonfig, CBS-Columbia Inc.; Leonard C. Truesdell, Zenith Radio Corp., and James D. McLean, Philco Corp.

It was considered significant that an RCA representative signed the document. Neither

WHAT COST UHF?

JUST what would be the cost to the public and to broadcasters if the FCC decided to make tv all uhf? The answer to that question has been considered so astronomical no one has ever bothered to put down the figures.

However, among the documents CBS filed with the FCC earlier this month was one which attempted to answer this question.

If the FCC snapped the whip and forced all tv into the uhf at once, CBS reckoned it would cost the public $1.5 to $2.3 billion and stations $115 to $145 million, for a total of from $1.6 billion to $2.4 billion.

However, if the FCC granted a seven-year transition period, the cost to the public would be $690 million to $2.15 billion and to stations $390 million to $460 million, for a total of $1.08 billion to $2.61 billion.

Included in the details of the CBS estimates were items involving converters, antennas, sets allegedly made worthless because uhf could not reach out far enough to provide service to those now receiving same, conversion of stations and construction of boosters to fill in shadow areas.

RCA nor its subsidiary NBC has submitted any proposals on this subject to the FCC, as have CBS and ABC [B•T, Oct. 10].

It was also considered curious that a CBS-Columbia representative had agreed to the RETMA committee's premise that uhf was required. CBS earlier this month recommended that the FCC permit vhf drop-ins and two deintermixtures to give each of the first 100 markets at least three comparable tv facilities. It had also suggested that if additional vhf channels were to become available from other spectrum areas, television should be made all vhf, and uhf abandoned [B•T, Oct. 10].

The uhf petitions, involving not only the five deintermixture cases under discussion but also others, were filed by the following uhf stations:

WNAO-TV Raleigh, N. C.; WKLO-TV Louisville, Ky.; WTVP (TV) Decatur, Ill.; WFIE (TV) Evansville, Ind.; WEHT (TV) Henderson, Ky.; WEEK-TV and WTVH (TV) Peoria, Ill.; WGTH-TV Hartford, Conn.; WKNB-TV New Britain, Conn.; WHYN-TV and WWLP (TV) Springfield, Mass.; WMGT (TV) North Adams, Mass.; WPFA (TV) Pensacola, Fla., and KTAG-TV Lake Charles, La.

A plea to strengthen uhf came from the Joint Committee on Educational Television. In a letter to Chairman McConnaughey last week, JCET called attention to the fact that two-thirds of the educational reservations (172 channels) were in the uhf band. A strengthening of the uhf band, JCET said, would benefit educational tv; whereas a weakening of this band would react adversely on educational television.

In a sidelight to the uhf-vhf controversy, the FCC last week turned down a petition by Storer Broadcasting Co. and Gerico Investment Co. asking that the Commission not make final any pending vhf grant in Miami until it first decides the petitions from these petitioners for deintermixture in Miami.

The Commission said that such an action was within its direction and that it could not order itself to abstain from taking an action which it might or might not decide to take. The Commission's order declared that this denial does not mean it would or would not take such action prior to deciding the Miami deintermixture petitions.

Storer owns ch. 23 WGBS-TV in Miami; Gerico, ch. 17 WITV (TV) Fort Lauderdale.

There are two vhf grants pending in Miami. Holding an initial decision for ch. 7 there is Biscayne Television Co. (a combination of the Cox and Knight newspaper-radio interests and Niles Trammell, former NBC president), and for ch. 10, WKAT Miami Beach.

Pending final FCC decisions are the following applicants who hold initial decisions: Peoria, WIRL Tv Co., ch. 8; Evansville, Evansville Tv Inc., ch. 7; Madison, Badger Television Co., ch. 3, and Hartford, WTIC there, ch. 3.

ADVERTISERS & AGENCIES

RADIO, RESEARCH, TOLL TV DOMINATE N. Y. AAAA TALKS

Sarnoff and Barnes talk on network radio and Landis and Kaye on toll tv. Agency men hear rundown on British commercial tv, see sample commercials and listen to plans for better research on radio-tv ratings

TOP-PLACED agency people had an opportunity last week to brush up on three important R's: radio, research and the ramifications of toll television.

Delegates at the American Assn. of Advertising Agencies' Eastern Annual Conference held Monday-through-Wednesday at the Hotel Roosevelt in New York:

• Heard differing concepts of network radio programming from NBC Executive Vice President Robert W. Sarnoff and CBS Radio's Howard G. Barnes, vice president in charge of network programs (see separate story, page 32).

• Listened to a plea for radio industry to work together toward a greater share of advertising—an appeal made by Mr. Sarnoff, who also took a few licks at spot adherents critical of NBC Radio's sales concepts.

• Weighed the pros and cons of toll television as brought into focus by James M. Landis, attorney representing Skiatron Electronics & Television Corp., and Sidney Kaye, Broadcast Music Inc. vice president and general counsel, who engaged in a Lincoln-Douglas type debate (see separate story, page 53).

• Were put on notice by an Advertising Research Foundation spokesman that its radio-tv committee hopes for an open road for a series of controlled tests of radio-tv rating services, financed by the industry.

• Chuckled at a sampling of British tv commercials and received a first-hand report on the status of commercial tv on the Island.

• Glimpsed at what research of tv commercials can come up with: tv commercials that have "logic" or "emotion."

• Witnessed demonstrations of the latest telectronic advances which are being applied to tv programming and commercials.

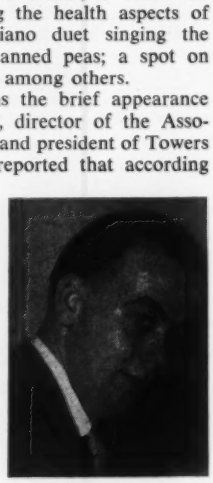
• Were served with an agenda well saturated with current thinking in agency research as well as creative copy.

Unlike last year, when it nearly dominated radio-tv interest and activity at the AAAA conclave, color tv failed to get even a passing nod on the agenda.

Major portions of the Wednesday morning radio-tv session were devoted to the talks on "Network Radio Programming in a Tv Age" and the debate on toll tv.

A last-minute addition to the program was the showing of a sampling of the first, and very British, tv commercials (all filmed spots) which from the U. S. agency creators of commercial tv spots evoked good natured laughs. The commercials included a film on Watneys ale; another on a brand-name overcoat; a "look well on milk" spot extolling the health aspects of milk; a jingle-type, piano duet singing the virtues of Batchelors canned peas; a spot on Eno for upset stomach, among others.

Also unscheduled was the brief appearance of Harry Alan Towers, director of the Associated Broadcasting Co. and president of Towers of London Ltd., who reported that according to a Nielsen survey, 190,000 sets in Great Britain have been converted to receive commercials in the London area (there is only one commercial station in London at present), but that since the start of commercial telecasting, more than 25,000 sets per week have been equipped or converted to receive commercial channels. He said he fully expected that by the end of next year, new set sales and additional conversions will bring the total of such sets to more than 3 million.



MR. TOWERS

At present, the rate in Great Britain is $2,800 per spot in Class AA time. All of that time available has been sold. He said the British commercial tv operation is grossing $50-60,000 per day (London transmission only) and that in six months officials hope to achieve the audience to justify its highest commercial rate.

The second commercial station will open in the Midlands next February with another to open in the northern area of the Isles next spring and a fourth new station by the end of next year, Mr. Towers said.

British agencies (and the subsidiaries or branches of U. S. agencies) are learning "very quickly," he said, although the agency job there is not only the creation and production of commercials for telecast but also that of public relations with the viewing public. The fear of "brashness" in U. S.-model commercials has now "largely gone," according to Mr. Towers, who concluded his informal talk with a neighborly thanks to U. S. agencies and technicians who lent skills and technical know-how without which, he said, the British commercial tv system would never have been able to maintain its encouraging progress.

DuMont's electronicam tv film camera system was explained by John H. Bachem, of Allen B. DuMont Labs' electronicam product services. Electronicam, he noted, has been or is being used among other things for filming of *The Honeymooners* (Jackie Gleason's show on CBS-TV); series of 35 five-minute programs featuring Les Paul and Mary Ford; several commercials; daytime serials; color documentary for American Trucking Assn. for non-tv and tv showing, and two half-hour documentaries on Russia for Columbia U.'s center of mass communications.

A continuous electronicam-produced film then was shown featuring a William Esty Co. advance test sample of a sequence the agency made for showings to its own clients; a portion of a Paul-Ford program and commercial (Listerine antiseptic); a Beech-Nut baby food commercial and an excerpt from *The Honeymooners*.

Another demonstration was presented by Cellomatic Inc. of its system of tv projection making use of opticals laps, split screen, horizontal dissolves (one showing black-and-white picture dissolved into color), square iris, overlays, superimpositions, etc. The process is used both for programming and commercials.

In a talk Tuesday before the AAAA media group, G. Maxwell Ule, vice president in charge of research, Kenyon & Eckhardt, reviewed the Advertising Research Foundation's radio-tv committee which has been studying radio-tv ratings.

(Mr. Ule is chairman of the Working Committee on Standards & Ratings.)

Mr. Ule said: "At present, the radio-tv committee is busily engaged in drawing up plans for studying the actual procedures followed by the commercial [rating] services. Specifically, it hopes to undertake—and only if the industry is really willing to finance this project—a series

of controlled experiments, permitting each rating method to be observed in action, and for each factor giving rise to disparities in broadcast audiences to be evaluated and measured. Having made an auspicious start, the committee views the future as bristling with promise."

Alluding to reports of two prominent services measuring the same program in the same city and coming out more than one million viewers apart, Mr. Ule said something must be "radically wrong" when an industry "should have different measurements purporting to measure the same thing." He said broadcasters and advertisers obviously want an explanation in order to make intelligent business decisions.

MR. ULE

Also at the media meeting, Edward MacDonald, manager of media research, Young & Rubicam, New York, advised media men, with a series of "figure" slide demonstrations, not to sell any research that they did not understand and not to "sell common sense short for a bit of research."

In the copy and art session Tuesday, Horace Schwerin, president of Schwerin Research Corp., said his tv commercial testing company has a "suspicion" that tv advertising has not yet reached "any part of the effectiveness it will reach in the future." By effectiveness, Mr. Schwerin said he meant "convincing people of brand superiority." He also asserted that unless more people become interested in research, the latter will become more of a handicap than a help to the advertising business.

He said that in its tests, Schwerin Research found that 50% of those tested in the first six months of 1954 did not change their mind on brand preference after being exposed to tv commercials but that in the first six months of this year, the percentage was reduced to 35, leading him to believe that "tv is being used more and more efficiently."

Mr. Schwerin said there was a trend toward tv commercials which are more effective saleswise while being less offensive to viewers. He presented some filmed commercials which he said illustrated what he termed "mood commercials" as exposed to "logic commericals." He said many of these "mood commercials" are highly effective although they do not attempt to build up, nor do they achieve, high remembrance of specific sales points.

Also at the art and copy meeting, Leo Burnett, chairman, Leo Burnett Co., Chicago, said that the "greatest thing to be achieved in advertising . . . is believability, and nothing is more believable than the product itself."

"A sense of timing is important in advertising, not only in relation to competition, but as to what will catch on with the public in terms of its current moods and interests," he said.

Mr. Burnett said he had learned "that a really good ad can be better and more rewarding than the editorial content of the magazine or newspaper in which it appears, and I have heard people say of certain tv programs, 'The best thing about that show is the commercials.' We in the advertising business are in constant competition with the best editors, publishers and producers—in concepts and in craftsmanship. Let's try to put them on the defensive and keep them there. As a result we shall have better magazines, better newspapers and better tv shows."

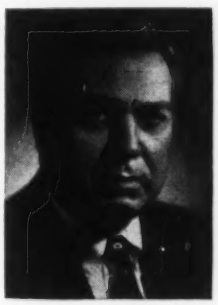
Mr. Burnett also warned that the "[illegible]enet that creative work belongs exclusively to the young, may be partly responsible for the real weakness in today's advertising—lack of assurance covered up by a frenetic spate of words. Such a verbal reaction is almost inevitable when someone who doesn't know enough about his subject is placed in the frightening position of mentor of the masses."

In a speech stressing the importance of developing a sound and definite "brand strategy" —which he called "the second most important concept in advertising"—and adhering to it in advertising and promoting a product—C. James Fleming Jr., senior vice president of Compton Adv., told the AAAA account management and service group meeting Monday:

"While there are many different reasons why clients change agencies, it is my conviction that one major cause of this account turnover is—too many agencies have been making recommendations and spending their clients' advertising and promotion budgets without a too clear picture of *where* they are going, *why* they are going there, and *how* they plan to get there."

While the "brand strategy" will vary according to specific products and needs, he said, it should in each case be a written document covering (1) all major pertinent facts; (2) the opportunities of the product or service as they become evident "from a careful, objective and comprehensive analysis of the facts"; (3) an immediate plan of action based on an appraisal of these opportunities, and (4) a future plan of action.

A session on marketing Tuesday featured Edwin Ebel, vice president of marketing, General Foods Corp., who noted that the marketing of each of the GF products is integrated with advertising and other marketing facets. Advertising agencies are leaned on heavily, he said, for marketing advice as well as their primary contribution: creation of advertising. He said that in budgeting, General Foods starts with its marketing expenditure, which then is broken down for each product as needed at the time. History of the product and the desire for the product govern what the breakdown will be, he said.



MR. EBEL

Peter Langhoff, vice president and director of research, Young & Rubicam, told the marketing group that research is needed to plan strategy toward maintaining or maneuvering for a competitive position. If the basic planning or marketing strategy is "off," Mr. Langhorf said, the best copy, sales and media departments will not help.

In a panel Wednesday, Herta Herzog, director of creative research, McCann-Erickson, said research cannot take the place of experienced creative judgment although it can help to guide the latter toward more successful long-range marketing decisions.

Another adherent of motivational research, Ben Gedalecia, director of research, BBDO, said it fits into nearly every agency research activity.

Also on Wednesday, David M. Potter, history professor and chairman of American studies at Yale U., said advertising's great social responsibility cannot be fulfilled by regulation and control but through leadership within the industry.

An unusual projection of what the total advertising expenditure will be 15 years hence was given Wednesday by Dexter M. Keezer, vice president and director of the McGraw-Hill Publishing Co. He predicted that the current annual rate of $8.5 billion would spiral to $14.5 billion in 1970. American consumers in that year will have some 80% more purchasing power. But he warned that advertising must become more effective since already consumers are under no immediate pressure, perhaps only as much as 40% of what is now produced. This pressure, he said, will get progressively less.

In other sessions: David P. Crane, vice president in charge of media, Benton & Bowles, urged account executives to "pull" not "push" and to lead the service departments of agencies. Pushing "tends to destroy the creative initiative within the service department," he said. He also suggested that the account man regard his service departments (media, merchandising, copy or research) as true partners.

The need for sound planning for agency growth was pointed up by President Bruce Payne of Bruce Payne & Assoc., New York management consultants, who said top management should be spending as much as one day a week on future planning.

Frederick P. Harvey, account supervisor, Fuller & Smith & Ross, discussed the pre-testing of industrial advertising and D. A. Packard, vice president and senior marketing executive, McCann-Erickson, joined those who advocated careful campaign planning in a speech on "the importance of a total marketing strategy in the successful selling of any branded product in today's market."

Closed-Door Session

CLOSED MEETING was held Monday morning by the officers of AAAA to review developments to date in the Dept. of Justice's anti-trust suit against the AAAA and five other media associations. A similar discussion takes place before each regional meeting, it was pointed out. Those attending last Monday were: Frederic R. Gamble, President, AAAA; Henry G. Little, Campbell-Ewald Co., chairman of the AAAA board; Robert D. Holbrook, Compton Adv., vice chairman, AAAA; J. Davis Danforth, BBDO, AAAA director-at-large, and George Link Jr., AAAA general counsel.

Tv Commercials Explored At Closing AAAA Workshop

CREATIVITY and production of tv commercials were explored from various angles at a closing workshop session of the AAAA Central Region in Chicago Oct. 14, with key speakers from the agency, station and writing fields.

Earle Ludgin, board chairman, Earle Ludgin Co., Chicago, offered suggestions for more effective utilization of the tv commercial (see condensed text, page 62).

George Heinemann, program manager of WMAQ and WNBQ (TV) Chicago, discussed the station's viewpoint on "how to put life in a live commercial," joined by Lincoln Schuerle, writer at J. Walter Thompson Co. Other features of the AAAA closing session at the Conrad Hilton Hotel [B•T, Oct. 17] were selection of the best commercials with tv personalities as salesmen and sample reels of British commercials. Peter Cavallo Jr., radio-tv director, J. Walter Thompson Co., and John H. Baxter, Ludgin vice president, served as co-chairmen.

THE FACTS AND FIGURES OF NETWORK ADVERTISING

AUTOMOTIVE CLIENTS SHOW HEAVY INCREASES IN JULY BUYING

THE AUTO INDUSTRY's Big Three—General Motors, Ford and Chrysler—attract attention in the Publishers Information Bureau's compilation of radio-tv network gross billings for July.

Tables prepared by B•T from PIB's computations show:

• General Motors captured the top spot list of the 10 radio network advertising leaders, displacing Procter & Gamble, which for the first time in years slipped to network radio's No. 2 position.

• Chrysler Corp. not only maintained a third spot in the top 10 list of tv network advertisers but compiled a total in its tv spending that alone was greater than General Motors' combined network tv and radio gross billing.

• Ford Motor Co. broke into the top 10 in network tv.

• A $3,613,563 gross billing by all three (compiling only figures which placed the auto makers in either of the top 10 advertiser lists).

• Domination of the three in the network tv top listing (two each of soap companies, toiletries and tobacco; one, foods) and in billings (P & G and Lever Bros. combined tv network gross totaled $3,373,122).

In the combined July gross billings of the top 10 advertisers in both network media (using only those figures which appear in either list of the leading 10), Procter & Gamble placed first with $3,177,518, followed by Colgate-Palmolive (nearly $2 million in network billings).

TV ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JULY OF 1955 AND 1954 WITH JANUARY—JULY TOTALS

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY 1955, COMPARED TO 1954

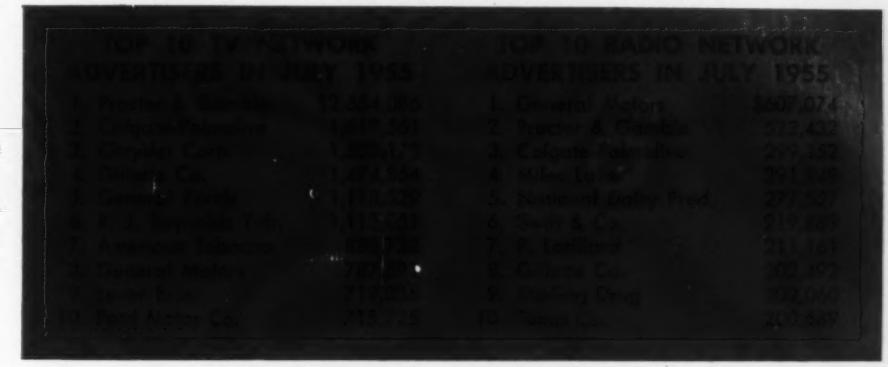
	July 1955	Jan.-July 1955	July 1954	Jan.-July 1954
Agriculture & Farming	$ 19,845	$ 39,690	$ 5,528	$ 83,492
Apparel, Footwear & Access.	145,920	1,960,681	99,126	1,792,400
Automotive, Auto Equip. & Access.	3,670,220	24,810,345	1,968,866	15,680,895
Aviation, Aviation Access. & Equip.	25,425	59,340	....	....
Beer, Wine & Liquor	614,871	4,305,825	513,639	3,909,396
Bldg. Materials, Equip. & Supplies	50,100	672,835	115,270	948,152
Confectionery & Soft Drinks	239,404	4,578,285	148,110	3,557,268
Consumer Services	....	752,796	19,171	476,976
Drugs & Remedies	1,771,320	12,310,515	1,043,086	7,803,714
Food & Food Products	5,829,496	46,295,708	5,228,510	35,093,469
Gasoline, Lubricants & Other Fuels	410,946	2,696,237	235,152	1,793,958
Horticulture	....	109,669	....	23,406
Household Equipment & Supplies	2,095,169	17,670,742	1,793,968	14,706,887
Household Furnishings	3,277	1,631,500	142,704	2,412,015
Industrial Materials	347,274	4,063,899	305,147	3,444,713
Insurance	13,190	1,045,890	54,971	957,927
Jewelry, Optical Goods & Cameras	174,305	2,718,606	100,679	1,576,756
Office Equip., Stationery & Writing Supplies	249,098	3,374,671	308,063	2,722,306
Publishing & Media	36,784	418,346	....	80,478
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	388,371	5,158,161	456,022	4,881,997
Retail Stores & Direct by Mail	....	10,392	....	42,345
Smoking Materials	3,354,066	24,135,128	3,584,732	24,267,844
Soap, Cleansers & Polishes	3,416,355	24,815,323	2,484,005	19,258,830
Sporting Goods & Toys	....	45,927	....	42,502
Toiletries & Toilet Goods	6,990,529	41,445,986	4,139,218	25,170,900
Travel, Hotels & Resorts	59,715	300,150	38,010	637,430
Miscellaneous	90,999	1,745,901	160,826	1,591,801
TOTALS	$29,996,679	$227,172,548	$22,944,803	$172,957,857

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JULY 1955

Pittsburgh Coke & Chem. Co.	$ 19,845
Knomark Mfg. Co.	62,550
Chrysler Corp.	1,503,173
General Dynamics Corp.	25,425
Joseph Schlitz Brewing Co.	220,860
Johns-Manville Corp.	50,100
Sweets Co. of America Inc.	88,170
American Home Prods. Corp.	675,159
General Foods Corp.	1,118,329
Gulf Oil Corp.	197,385
General Electric Co.	511,828
Paulsboro Mfg. Co.	3,277
Reynolds Metals Co.	159,600
Prudential Ins. Co. of America	13,190
Eastman Kodak Co.	167,919
Frawley Corp.	47,549
Cowles Magazines Inc.	14,486
Philco Corp.	163,810
R. J. Reynolds Tobacco Co.	1,113,051
Procter & Gamble Co.	2,053,737
Gillette Co.	1,474,864
Pan American World Airways	59,715
Polk Miller Products Corp.	39,447

The accompanying tables are taken from the report of Publishers Information Bureau on advertising expenditures for time on the nationwide radio and television networks during the month of July 1955.



Also on this basis, there were seven national advertisers spending more than $1 million (one, P&G, with more than $3 million) and three, more than $700,000.

In contrast, there were three advertisers spending more than $1 million (P&G more than $2 million), three above $900,00 and one over the $800,000 mark in July 1954. Also that month, only two automobile makers—General Motors and Chrysler—appeared in the lists, GM spending $320,425 in network radio but not appearing in the tv network's top 10 and Chrysler in seventh place in the tv network list that month with a billing of more than $600,000 (but not placing in radio's top 10) while Ford did not place in either list.

Comparing last July with that month a year ago, General Mills, General Electric and P. Lorillard were replaced in the top 10 tv network list by General Motors, Lever Bros. and Ford Motor, and in the radio network ranking, National Dairy Products, Swift & Co. and Texas Co. replaced General Mills, General Foods and Lever Bros.

In product group comparisons, of 19 categories appearing in network radio for both periods, 10 were up. Of some 21 categories appearing in network tv for both Julys, 14 increased in gross billings.

Network tv's gross billing for the January-July period totaled $227,172,548, more than $54 million above the comparable months of 1954. Gross billings in radio were $69,-976,389, some $14 million below the comparable 1954 period.

AM ADVERTISING EXPENDITURES FOR NETWORK TIME, COMPARING JULY OF 1955 AND 1954 WITH JANUARY—JULY TOTALS

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR JULY AND JANUARY-JULY 1955, COMPARED TO 1954

	July 1955	Jan.-July 1955	July 1954	Jan.-July 1954
Agriculture & Farming	$ 50,152	$ 315,023	$ 49,860	$ 532,821
Apparel, Footwear & Access.	....	44,668	6,275	344,767
Automotive, Auto Access. & Equip.	828,645	5,908,231	761,232	5,789,870
Beer, Wine & Liquor	218,518	1,057,064	323,411	1,907,571
Building Materials, Equip. & Fixtures	5,009	28,726	114,104	1,060,555
Confectionery & Soft Drinks	225,990	1,303,533	295,558	1,600,373
Consumer Services	130,742	601,380	105,730	794,143
Drugs & Remedies	817,006	7,831,571	1,075,106	10,981,348
Entertainment	....	....	269	269
Food & Food Products	1,524, 245	14,173,419	2,157,661	17,283,500
Freight, Industrial & Agricultural Development	3,062	427,454	....	....
Gasoline, Lubricants & Other Fuels	571,897	3,406,766	460,313	3,266,712
Horticulture	....	79,408	....	124,643
Household Equipment & Supplies	222,917	1,687,129	255,784	2,287,793
Household Furnishings	17,670	248,162	....	224,901
Industrial Materials	....	....	....	386,167
Insurance	178,500	2,193,251	176,967	1,329,894
Jewelry, Optical Goods & Cameras	....	662,770	....	738,637
Office Equipment, Stationery & Writing Supplies	31,094	531,081	62,640	755,860
Political	....	7,998	....	302
Publishing & Media	47,646	793,610	17,232	401,589
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	149,741	727,390	110,973	1,152,225
Retail Stores & Direct by Mail	70,620	138,499	....	....
Smoking Materials	783,447	6,267,924	574,823	6,374,415
Soaps, Cleansers & Polishes	712,183	7,122,840	1,079,636	8,864,194
Sporting Goods & Toys	....	1,349	....	294
Toiletries & Toilet Goods	818,711	8,164,008	1,184,112	12,009,329
Travel, Hotels & Resorts	....	193,500	8,385	622,784
Miscellaneous	865,570	6,059,635	747,258	5,258,687
TOTALS	$ 8,273,365	$69,976,389	$ 9,567,329	$84,093,643

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JULY 1955

Allis-Chalmers Mfg. Co.	$ 43,631
General Motors Corp.	544,434
Anheuser-Busch Inc.	71,399
General Paint Corp.	5,009
William Wrigley Jr. Co.	130,807
Western Union Telegraph Co.	66,000
Miles Labs	291,949
National Dairy Products Co.	277,527
Bekins Van & Storage Co.	3,062
Texas Co.	200,689
General Motors Corp.	62,640
Burton-Dixie Corp.	17,670
Sears-Roebuck & Co.	80,255
Frawley Corp.	31,094
First Church of Christ Scientist	22,115
Radio Corp. of America	102,781
F. W. Woolworth Co.	70,620
P. Lorillard Co.	211,161
Procter & Gamble Co.	370,115
Gillette Co.	202,492
American Federation of Labor	110,632

SARNOFF FOR NBC, BARNES FOR CBS SQUARE OFF IN NETWORK RADIO DEBATE

Which shall it be: the 'Monitor' type program or the 'big name' show? Spokesmen defend their own concepts for Eastern Annual Conference of American Assn. of Advertising Agencies.

CLEAR-CUT lines were drawn between programming concepts of NBC Radio and CBS Radio at the radio-tv session Wednesday morning of the Eastern Annual Conference of the American Assn. of Advertising Agencies.

For NBC, Executive Vice President Robert Sarnoff said *Monitor* was hinged on the way people "live and listen over the weekend" while *Weekday*, which starts early next month, will attempt to blend with daytime audience habits, particularly the housewives. NBC Radio's

MR. SARNOFF

evening schedule, meanwhile, will sell top-rated shows on the "spread of announcement basis" under the network's "Top Ten Plan," according to Mr. Sarnoff.

For CBS Radio, Network Programs Vice President Howard Barnes said programming is based "on a very simple and virtually ineluctable precept of modern show business: 'the big name draws.'" He said the network offers a week-long, day-by-day schedule of big name stars and big name shows.

In a frank appraisal of network radio, Mr. Sarnoff said the medium needs only a "tiny fraction" of the estimated $8.5 billion level of the total annual national advertising expenditure in order to "survive and prosper" (also see box, this page).

While spreading network radio's linen in full view for agency representatives of million-dollar budgeted clients, Mr. Sarnoff tore away at what he described as "the spot side of the business," from which, he asserted, "we get a lot of opposition . . . now that we're changing to forms that will deliver big national circulation on a cumulative basis."

He traced the history of network radio from its peak days 10 years ago, when programs delivered a 30 to 40 million audience for the advertiser, through the present day when, he said, the audience relies on radio as a service for "companionship, reference, quick access to news, and for relaxed entertainment—with a shift from family to individual listening."

In the interval when network radio adhered to the same sales pattern, sponsorship fell off and interest in the medium waned with circulation per program unable to justify the favorable cost-per-thousand, Mr. Sarnoff said—"so the revenue went down and down, until it was threatening the economic survival of networks."

Also in this period, he asserted, spot radio moved into the national circulation field vacated by the networks and "siphoned out millions of national radio dollars" from network into spot. In 1948, the networks got 60% and spot 40% of the total national radio expenditure, but by 1954, he said, the percentages were more nearly reversed.

NBC, he said, was "privileged to absorb the first brickbats" when it set sales patterns along its "Tandem Plan" (sale of participations) about five years ago and when it took "a giant step forward" with *Monitor*. But, said Mr. Sarnoff, "all the networks have adopted similar sales patterns, with some differences in their programming approaches. As a result, they're all accused of poaching on the spot reservation, as though the spot business had some sort of protected rights to efficiency in delivering national circulation."

This opposition he termed "short-sighted"—"everybody in the radio business ought to be concentrating on getting more total nourishment for the medium, instead of fighting over diminished scraps." What would happen to spot representatives' business, as well as the whole medium, he asked, "if the radio networks couldn't find a way to survive?"

"Modernized" programming, Mr. Sarnoff said, can exploit the millions of new radio sets that have gone into rooms other than the living room and into automobiles. The new network forms, he said, "are simply a response to the realities of audience usage and advertising potential in listening."

"To us [at NBC] this means moving toward a continuing entertainment and information service, instead of sticking exclusively to the form of individual programs," Mr. Sarnoff said.

Mr. Barnes reminded his audience that "when you come to radio your circulation indices are several and varied, each having its own virtues and its own faults; but no matter where you "pays yer money" and no matter what "cherce" you make in surveys, you, along with the program practitioners have learned one truth . . . the big name builds circulation. And that's what we're offering to the advertisers as well as the public: a week-long, day-by-day schedule of audience-getting big name stars and big name shows."

In emphasizing CBS Radio's faith in its programming concepts, Mr. Barnes disclosed that the network's program budget for the current, fourth quarter was the largest in CBS' history, both pre and post tv, and nearly 2½ times that of the comparable period last year.

He shrugged off the need to "answer" competing networks' programming concepts, saying that CBS does not have to answer because the concepts are "their answers to our success and leadership in ratings and billings." He said CBS does not feel "that simply being new and

MR. BARNES

different just for the sake of being different is reason enough to toss out the lessons it has taken the industry some 30-odd years to learn."

One of these lessons, according to Mr. Barnes: listeners want to find their favorite shows where and when they want them at specific times.

Mr. Barnes noted that CBS Radio's nighttime schedule has an abundance of dramatic shows, which, he said, was "contrary to theory expressed in some quarters." But, he said, the network knows (as opposed to "theory") that 14 million non-tv homes exist in its listening areas—"they want drama"; that radio sets in tv homes are found in an average of more than 2½ other rooms in the house; that 30 million auto radios exist and this year about a million new radios per month—a rise of 40% over 1954—were being purchased by the listening public.

This audience, he said, demands "more than just music and news, they expect the same top grade varied entertainment network radio has always given them—they get it not only with our dramas, but with *Godfrey*, the *$64,000 Question*, and our comedy shows as well."

Bulk—or the more "heavily" as he expressed it—of the weekend audience is made up of auto radio listeners, Mr. Barnes said, and thus, the network makes use of news, weather and traffic information as well as entertainment. A plus factor, he said, is the "quality of 'immediacy'" which, he said, was pointed up in coverage of the recent floods in the Northeast.

Roger Pryor, Foote, Cone & Belding, who

(A&A continues on page 53)

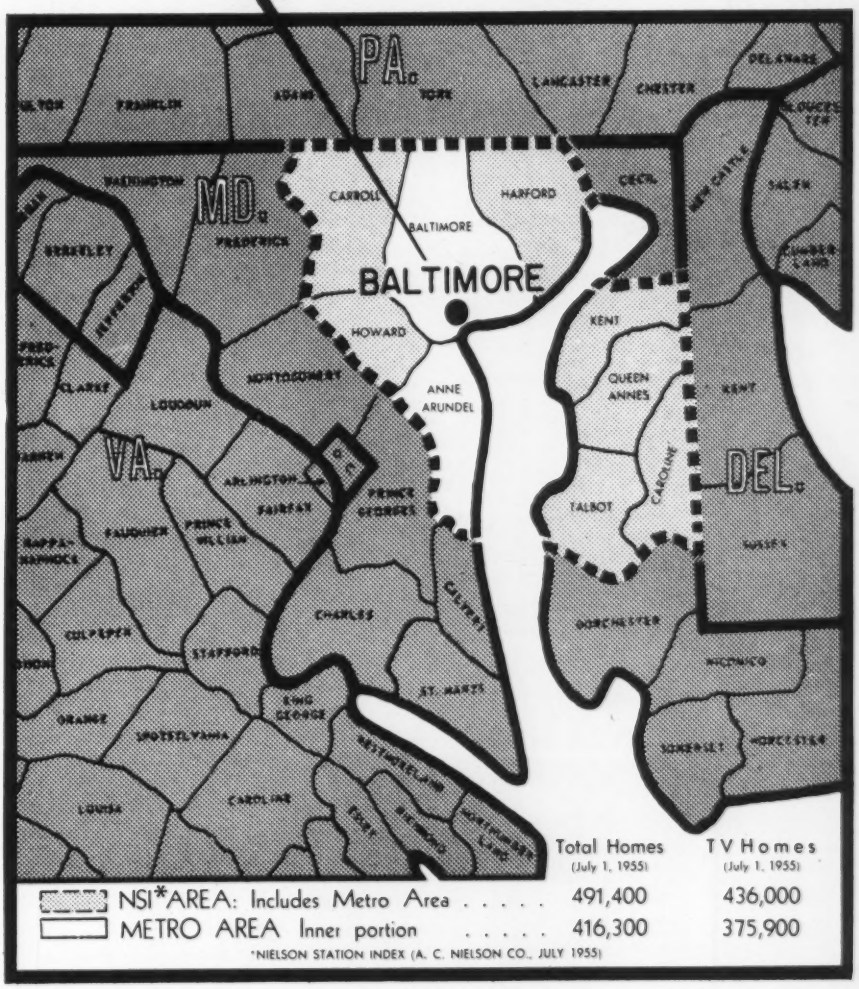
Radio's Necessary Net

WHAT does network radio need in terms of billing to "survive and prosper"? Roughly, annual *net* time sales of $85 million, according to NBC Executive Vice President Robert W. Sarnoff.

In his talk last week to agency executives, Mr. Sarnoff referred to the mark as being about "one percent of the total annual advertising expenditure" in the U. S. This expenditure Mr. Sarnoff placed at $8.5 billion.

Assuming that network radio now receives seven-tenths of one percent of the total advertising budget, this figure would translate into $59.5 million in net time sales, thus indicating that in Mr. Sarnoff's opinion, network radio would have to pick up some $25.5 million more in annual net time sales. For 1954, the four national radio networks totaled an estimated $76,219,000 in net time sales.

TV LEADERSHIP IN BALTIMORE



46.5% WATCH CHANNEL 2

SHARE OF AUDIENCE—JULY 1955

Sunday thru Saturday—6.00 A. M. to Midnight

(Based on Quarter-hour Homes reached by THREE Baltimore TV Stations)

WMAR-TV Total Area (see map) . . . 46.5%

WMAR-TV NSI Area (see map) 44.8%

The Nielsen report embraces all viewing in the area shown on the above map, i.e., homes sampled include Baltimore City, small towns, farms; telephone and non-telephone, etc., on an accurate county-by-county basis

6:00-6:45 P. M.
CARTOON FUNNIES
and GENE AUTRY
★ ★ ★
WMAR-TV Share of Audience:
NSI AREA—51.6%

In Maryland Most People Watch **WMAR·TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

NIELSEN
PULSE
HOOPER
} *Take your choice*

We don't care which rating service you prefer. Because W-I-T-H's big audience always puts us up with the leaders—night and day!

At W-I-T-H's low, low rates, this big audience means listeners for you at the lowest cost-per-thousand in town! Get your Forjoe man to tell you the whole W-I-T-H story!

In Baltimore buy { **W-I-T-H**
W-I-T-H
W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**

A B•T PICTURE STORY

LUX VIDEO THEATRE

TV DRAMA COMES HIGH: FIRST YEAR COSTS TIDY $5.5 MILLION

AFTER A YEAR on the air as a full hour, live tv series, *Lux Video Theatre* has compiled an impressive set of statistics which show the involved production necessary for a big-budget program. Not the least of these is money: production cost alone for one year of programming amounts to $2 million. Add another $3.5 million for time on more than 100 stations and you've got a costly package.

It must be worth it. The program has been a consistent top-tenner as a freshman, and promises the same for its sophomore year. It claims to be the highest-rated dramatic show in tv.

During *Video Theatre's* first full-hour year it presented 54 name stars in 52 productions. Of the 52, 41 were adaptations of already-released picture properties; 11 were previews of yet-to-be-filmed shows.

Other statistics:

Scripts: The story department is headed by Richard McDonagh. During the year that department processed 5,031 pages of script, 311,890 words of dialogue.

Sets: Directed by William Craig Smith and assistant Jerry Decker of NBC. For the year: 521 sets.

Costumes: In charge of Claudia Ingram. Involved: 1,778 costume changes for 554 performers.

Music: The work of Rudy Schrager, who conducts the orchestra, provides theme and background music and composes an original score for each production. For the year he turned out 123,200 notes comprising 52 scores, enough for 81 hit songs.

Rehearsals: Eight days for each show, six at Telepix Studios in Hollywood, two on camera at NBC-TV's Burbank studios. Cast and crews put in 55½ working hours in rehearsals each week.

In addition to the *Lux Video Theatre* production group, the crew consists of 17 men from NBC-TV's engineering department, 1 sound effects man, 1 stage manager, 4 prop men, 6 carpenters, 6 lighting men, 4 page boys, 2 makeup men, 1 hairdresser and 3 wardrobe people. Four tv cameras cover each show, each assigned from 1 to 3 cameramen.

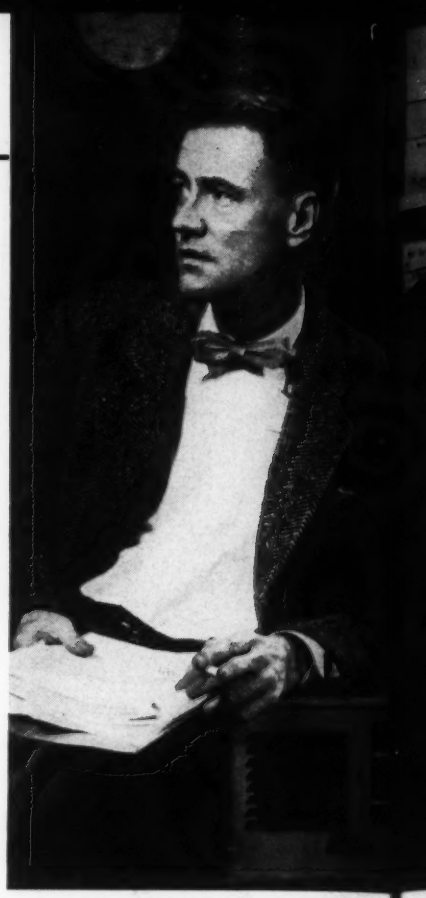
PRODUCER of the 52 week, full-hour live *Lux Video Theatre* is Cal Kuhl (l). With him before an NBC-TV camera is executive producer Stanley Quinn.

LUX VIDEO THEATRE: $5.5 MILLION PACKAGE

A B•T PICTURE STORY

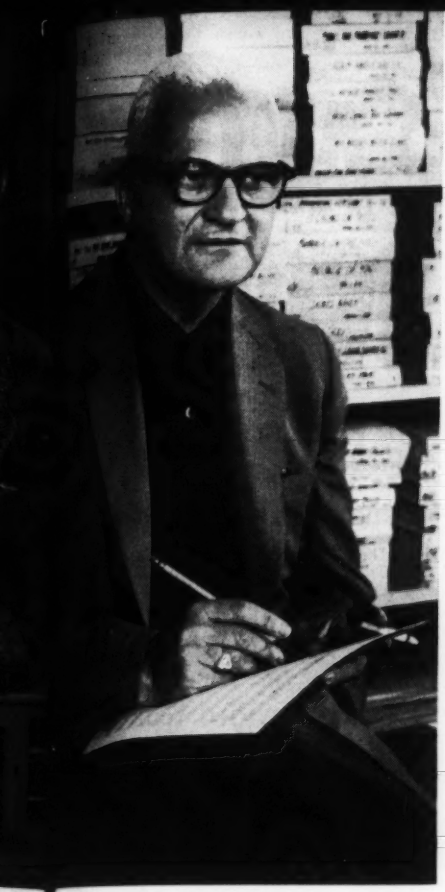
RICHARD McDONAGH (r) heads the *Video Theatre* story department, which last year wrote 5,031 pages of script with 311,890 words of dialogue for 490 players. Sanford Barnett (l) writes most of the tv adaptations.

CORNWELL JACKSON, head of the J. Walter Thompson Co. Los Angeles office, checks the script for "A Place in the Sun" with stars Ann Blyth (l) and Marilyn Erskine.



ART AND SET director William Craig Smith created 521 sets for the 1954-55 season. He has been with the show since its start in New York in 1950.

COSTUME DESIGNER Claudia Ingram (standing at extreme left) checks each member of the cast for clothes on *Lux Video Theatre's* "Five Star Final." During the season she arranged 1,778 costume changes for 554 performerss.



MUSIC DIRECTOR Rudy Schrager checks a score from his library. For *Video Theatre's* first year as a full-hour show he composed 123,000 notes for 52 scores.

REHEARSAL at Telepix Studios (top left) goes on for six days; another two are spent "on camera" at NBC-TV studios. **AFTER** dress rehearsal for "Craig's Wife" (top right), director Earl Ebi goes over last minute instructions with stars Ruth Hussey and Philip Over. Each show requires 55½ hours of rehearsal. **THE CAST** of "Ladies in Retirement" takes a coffee break before air time while it gets final directions from Richard Goode (back to camera).

THE SET for "A Visit from Evelyn." The complicated, and costly production which goes into the *Video Theatre* series involves hundreds of people and runs up a bill of over $2 million a year.

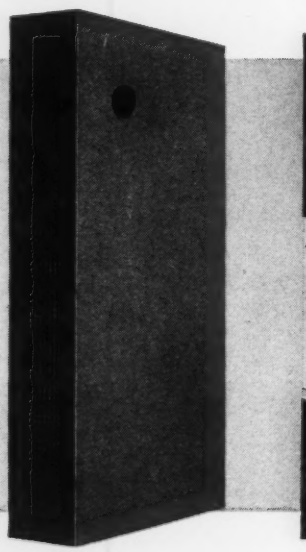
DIRECTOR Buzz Kulik coaches Dorothy McGuire in her role for "To Each His Own."

HERE ARE THE *facts* ABOUT FOR TELEVISION

WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

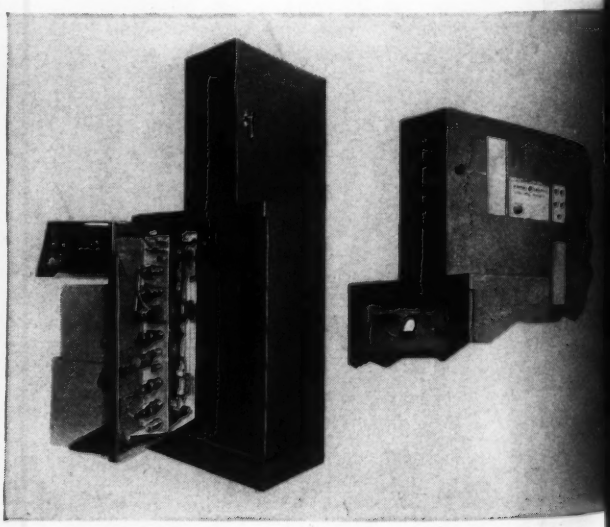
THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B&W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

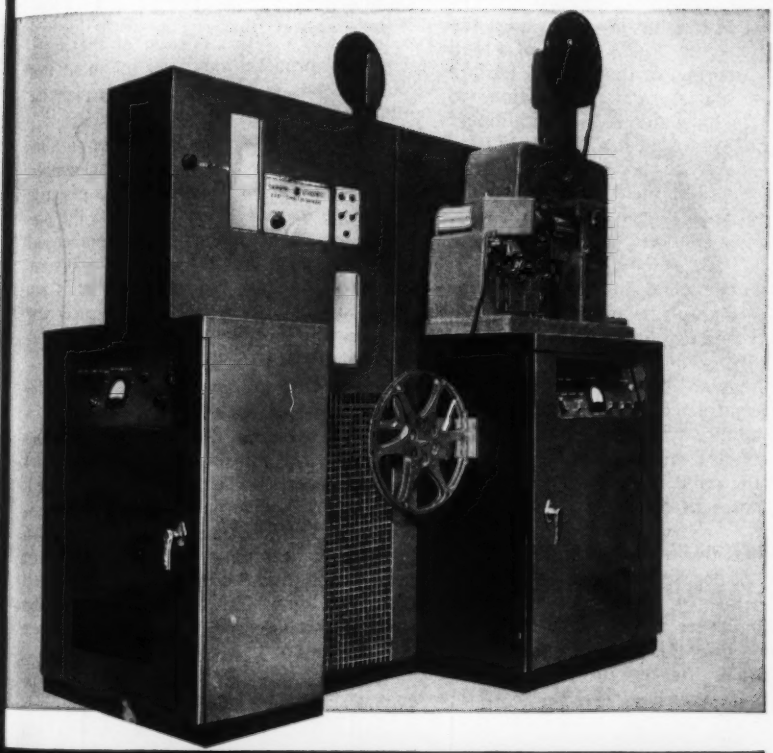
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.



2x2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!



See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides – regardless of age or density.

Automatic film shrinkage compensation – virtually guarantees the same quality of projection time after time regardless of film shrinkage.

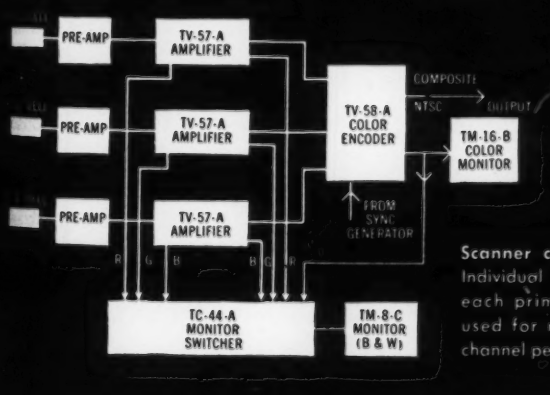
Double-duty – available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector – assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2105-24, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

THE MUSICAL JINGLE AND WHAT IT CAN DO

JINGLEMAN KARL LANDT TAKES ARMS AGAINST THOSE WHO WOULD SCORN ITS SELLING POWER

IN THE FAMILY of creative writing, the musical jingle skulks hangdog at the bottom of the scale. One could never tell from its demeanor how popular it really is.

This depreciation of the jingle has caused some sensitive people, especially in the jingle business, to think that by changing the name to something with a more sober ring ("musical commercial," for instance) the curse might be taken off.

We feel, however, that the question is not one of semantics but of arranging what we know, and what we're sure nearly everybody else knows, about the jingle in a fresh pattern to afford a new slant. We hope that thereby the jingle will be invested with its proper splendid guise in the eyes of its detractors—and comfort its many friends.

We wish to develop the position that the jingle is the special gift of a wise Providence to the advertising business.

Most of today's advertisers have reached a sophistication in their ad-thinking which goes beyond that of painting on every board fence in town, "Always Ask for Stinson's Blowsers." The implication in the *modern* ad is that the advertiser makes a product of such special virtues for the betterment of mankind that to conceal the fact would be anti-social. It implies that the only reason for calling attention to the product is a SPECIAL reason. This presentation of the special is the burden of modern advertising, the theory being that by pointing to the product's specialness you urge its desirableness; and people becoming convinced become customers.

Of direct application to modern advertising is the jingle. Both verse and music—components of a jingle—are modes of communication reserved for special utterances. They were invented by man for those occasions when other means of communication, the every-day kind, failed him. As a result of a number of devices (hand-picked, highly charged words, rhythm, rhyme, melodic pattern, tempo, dynamics, etc.) built into each, verse attains an expressiveness beyond the reach of prose and music a sort of sublimated expressiveness that cannot be contained in words at all.

The fusion of these two specialized modes of communication results in a song—which is a jingle—and forms an alloy of tremendous power for conveying special thoughts and special emotion in a way impossible to any other mode of communication.

Therefore, the jingle is an ideal technique available to the ad man for expressing the specialness of his product and delivering it as an *advertisement* which has every ad value in the book.

We know that a good ad captures attention, stimulates receptiveness, delivers a message and implants it in the mind so that it may impel action. How does the jingle measure up—and why?

1. *A Jingle Gets Attention.* The opening note of a jingle has the power to alert the hearer. It is like the "ta-TA-A-A!" of a loud chord at a gathering, or the trumpet fanfare heralding the special event. In addition, we are all so inclined toward entertainment from a song that we meet a jingle's bid for attention halfway.

The current Chesterfield jingle (we didn't write it, we are sorry to say) with its "Stop!" opening command gets attention without doubt. But even before the command is given the instrumental introduction draws attention: it is musical—and being musical, it implies entertainment.

2. *A Jingle Stimulates Receptiveness.* Anything "regular" tends to be pleasing to us. We are attracted by regularity of features. We admire symmetry. We refer to a likable person as a "regular guy." Regularity induces in the mind a state of receptiveness and predisposes us toward a favorable reaction.

A jingle has this quality of regularity. In our Buick dealer spots (Kudner Agency) we say:

"Say, you'd *bet*-ter *buy* a *Bu*-ick *'Bet*-ter *Buy'* Used Car;
For a *Bu*-ick *'Bet*-ter *Buy'* is a *bet*-ter car . . ."

Its rhythmic and melodic pattern, with accents upon the italicized syllables, induces sensations of pleasantness, familiarity, predictability—all those feelings that tend to make us lower our guard, predisposing us to acquiesce.

AUTHOR Karl Landt wrote his first jingle in 1927 for a local advertiser in hometown Scranton, Pa. He is a veteran radio performer and a member of the Landt Trio & White singing group. Before forming Landt-Slants in 1948 he was with George R. Nelson Inc., where he wrote jingles for Benrus Watches, Block Drug, Blue Coal, General Electric, Mohawk Carpets, National Dairy and St. Joseph Aspirin. His firm currently produces jingles for Cott Beverages, New Oakite, Buick, Swanee Tissue and Kroger Stores.

3. *A Jingle Delivers Impact.* Rhyme is a great little contrivance for placing emphasis—its main function in verse. Rhythm, too, emphasizes by means of stresses it puts on syllables. Now aid and abet these by the other elements in a jingle—musical dynamics, sustained tones, etc., and if the message fails to register it has fallen on literally deaf ears.

Cott Beverages uses the slogan, "It's COTT to be good!" In our jingle assignment (Dowd, Redfield & Johnstone), part of our job was to "sell" that slogan. We end the jingle thus:

"So if it's Cott - - -
Yes, if it's Cott,
It's COTT to be COTT to be good."

In no other advertising technique would such a repetitious sentence be permissible or feasible. Yet this portion of the jingle, with four product mentions in about that many seconds, is the part that has caught the public fancy.

4. *A jingle induces retention in the memory.* "Thirty days hath September, April, June and November . . ." is easier to commit to memory than would be the prosaic statement, "April, June, September and November each has thirty days." It's unnecessary to labor the point. There's just this to say; there is no quicker or surer way of achieving product and sponsor identity than by means of a jingle.

To cap it all, a jingle functions not only as an ad technique but as a public relations instrument. Because it affects the emotions it can play the role of goodwill ambassador to the listener. It has the power, because it is a song, of being "entertainment" and giving a premium just for listening. In addition, the mood it generates may reflect back on the advertiser and exert a favorable effect in "interpreting" him to the audience. This has a long range, institutional value of great importance.

We have thus far spoken of values *inherent* in a jingle. They, ad values plus public relations factors, are the reasons why there is no such thing as a wholly ineffective jingle. But unless it expresses specialness it is a body without a soul.

It is at this point that jingle failure mainly occurs. The first note of a jingle promises us a special message. If the jingle fails to deliver, a vague sense of disappointment sets in—with negative results for the sponsor saleswise and public relations-wise. Specialness is an abstraction but nevertheless a practical consideration in this business. It is like the point of a story, the end toward which the teller strives. The greater the build-up the worse the fiasco if he blows the punch-line. You can sense when the quality of specialness is present in a jingle and you miss it when it isn't.

The chances are that the jingle is a good one if it's the product of a jingle specialist—a fellow (or organization) who has flair, craftsmanship, knowledge of ad concepts, knowledge of public relations objectives and knowledge of entertainment production. The perfect jingle might be turned out by an American equivalent of Gilbert & Sullivan after they have been seasoned by Madison Avenue, Carl Byoir and Max Liebman.

on the Pacific Coast,

"Women consider Don Lee more influential..."

from a survey by Dr. Ernest L. Dichter

Using techniques which have made Motivational Research a by-word in the advertising industry, Dr. Ernest L. Dichter and the Institute for Motivational Research, conducted a survey of Pacific Coast network radio for the Don Lee Broadcasting System.

EXCERPT FROM THE SURVEY: **"58% of all women responding mentioned a Don Lee station as the one most listened to; only 42% named all other stations combined. 66% of these respondents mentioned a Don Lee station as the most influential in shopping decisions."**

Don Lee is Pacific Coast Radio

That "Women consider Don Lee more influential" was only one of the many personality traits Dr. Dichter found responsible for the dominance of the Don Lee Broadcasting System in Pacific Coast radio. The Institute for Motivational Research was able to isolate and measure many such characteristics, which taken all together, constitute a new dimension to be added to the factors of cost and rating.

For a viewing of the film presentation, "The Depth of Penetration of an Advertising Medium," write to H-R Representatives, Inc., or to the Don Lee Broadcasting System, 1313 North Vine Street, Hollywood 28, California.

Mutual DON LEE RADIO

HOW TV CAN EXPLOIT THE NEWS ON SUNDAY

WDSU-TV'S 'SUNDAY SUPPLEMENT' FILLS A VOID—AND SELLS

AN ENTERPRISING project begun by WDSU-TV New Orleans to fulfill a "community need" and make the use of local television profitable for the advertiser of goods in the higher-priced bracket has brought the station new prestige; it also has brought the advertiser new customers in numbers that he hadn't dared to hope for when he joined WDSU-TV last February in a double plunge for high stakes on a half-hour Sunday news show, covering events on a local, statewide and national basis.

WDSU-TV's noble (and successful) experiment is *Sunday Supplement,* created by the station to fill what it considered to be a news-less void in the station's viewing area on the weekend. The sponsor is George Pattison, New Orleans Pontiac (new and used) dealer, who made the initial jump with eyes opened by sponsorship last December of the three evenings of play-by-play of Sugar Bowl basketball games on WDSU-TV.

The *Sunday Supplement* saga had its germination in the station's position that local television programming can be established as a sound advertising medium for the local business firm, regardless of the price range of what it has to sell. WDSU-TV decided to exploit these "broader and untapped capabilities" of local tv with a high-quality weekly news feature that would, at the same time, supply what it felt to be a need in the area for news coverage over the weekend.

In launching the series, WDSU-TV had a wide open field: Of the local newspapers one publishes a combined Saturday-Sunday edition on the streets early Saturday afternoon, while the other is a standard Sunday paper, its last edition off the press around midnight Saturday. Tv news coverage, although ample throughout the week via regular network and local newscasts, was at a bare minimum on the weekend.

Thus, when Mel Leavitt, WDSU-TV's sports and special events director, came up with a program idea to showcase national issues in relation to local impact as well as news and events throughout the state, station officials envisioned a Sunday afternoon series that would fill the gap in news programming and perform a service to the people.

Sunday Supplement (1:30-2 p.m.) takes full advantage of tv's ability to bring news and events directly into the home. Employing special on-the-scene films, live remotes and live studio presentations, the show covers news developments, provides an "in depth" treatment of some outstanding personality, event or issue of the past week, spotlights interesting and unusual communities and events in the state, goes behind the scenes of the state's interesting industries and resources and offers a variety of live entertainment featuring visiting celebrities and local personalities.

Although Mr. Leavitt technically presides over the series, *Sunday Supplement* utilizes all WDSU-TV's personnel and facilities. For example, *Supplement* relies upon News Editor Bill Monroe and his staff for its news segments. Mr. Monroe is in full charge, and whenever possible presents live studio discussions such as his round-table moderation of a debate between the mayor and city officials during a recent police shakeup.

M. C. MEL LEAVITT comes down to earth via helicopter sling after following the Navy's "Blue Angels" around New Orleans for WDSU-TV's *Sunday Supplement.*

For coverage of controversial subjects, such as a recent strike at the nation's largest sugar refineries located near New Orleans, the Tidelands debate, the problem of segregation and similar news issues with direct local bearing, Mr. Monroe sends his news staff and cameramen for interviews with both sides. He then personally edits and narrates an impartial film treatment of the issue for program presentation. *Supplement* also utilizes the fact that WDSU-TV is one of the few local stations with its own Washington correspondent, and often obtains special filmed statements from prominent officials for exclusive use on the show.

WDSU-TV's film unit supplies footage for news, sports and special events segments. And one cameraman is retained exclusively for special documentary films. About once a month another cameraman is engaged to film material in color.

Although currently used in black and white on *Supplement,* these color films are forming the nucleus of a color film library for the station. The client is charged a fractional cost for black and white usage of the color film, thus allowing the station to recapture some of its investment in color film and preparing for future color telecasts.

Sunday Supplement's format is flexible to permit coverage of a variety of subjects. In the past six months the show has covered such material as the first pictures of the Louisiana State U.'s 100-million-volt atom smasher in action and first tv exposure of the Coast Guard's security check of a foreign vessel; film cameras have gone 1,000 feet underground to explore the largest salt mine in the state, and Mel Leavitt has gone into the air with the "Blue Angels" to record the trip as they flashed over New Orleans at 650 miles an hour.

The show also has covered the unique industry of "Pogy" fishing in the state (this a documentary complete with chants of Negro laborers). When Fess Parker came to town, *Supplement* had five small "Davy Crocketts" in the studio to interview the star, and jazzman Dave Bruebeck illustrated his live interview with improvised piano passages. The show has scheduled remote pickups, including the opening of a million-dollar Van Gogh exhibition at the Art Museum and the colorful French Quarter Outdoor Art Exhibit, visited New Orleans' playground, Pontchartrain Beach, restaged an old fashioned New Orleans Easter Sunday parade, and covered opening day at the baseball stadium.

As a new concept of local tv programming, *Sunday Supplement* has had a far reaching effect into all corners of the state. Recently, Louisiana's Gov. Robert F. Kennon congratulated WDSU-TV ". . . for the work you are doing to bring Louisianians just a little closer to their state." Gov. Kennon also stated, "I appreciate the philosophy that inspired the institution of such a show and know it reflects an unusual awareness of what constitutes public service time."

Acceptance of *Sunday Supplement* as a worthwhile and entertaining feature is only half of its success story. It is proving a profit-

46% MORE CUSTOMERS

Business-wise Philadelphia station WCAU-TV realized that more *coverage* delivers more *customers* who spend more *cash* for advertisers' products . . . which brings in more *revenue* to the station.

So WCAU-TV management decided in 1954 to replace their 737-foot tower . . . acting on the good old American saying "Up and At 'Em" . . . UP with a 978-foot IDECO tower, AT 'EM with maximum 316 kw power.

Today this profitable combination is reaching into counties with 46% more customers . . . more than 2 million more people in twice the coverage area. WCAU-TV now taps for its advertisers counties with a total effective buying income of over 13.4 billion dollars.

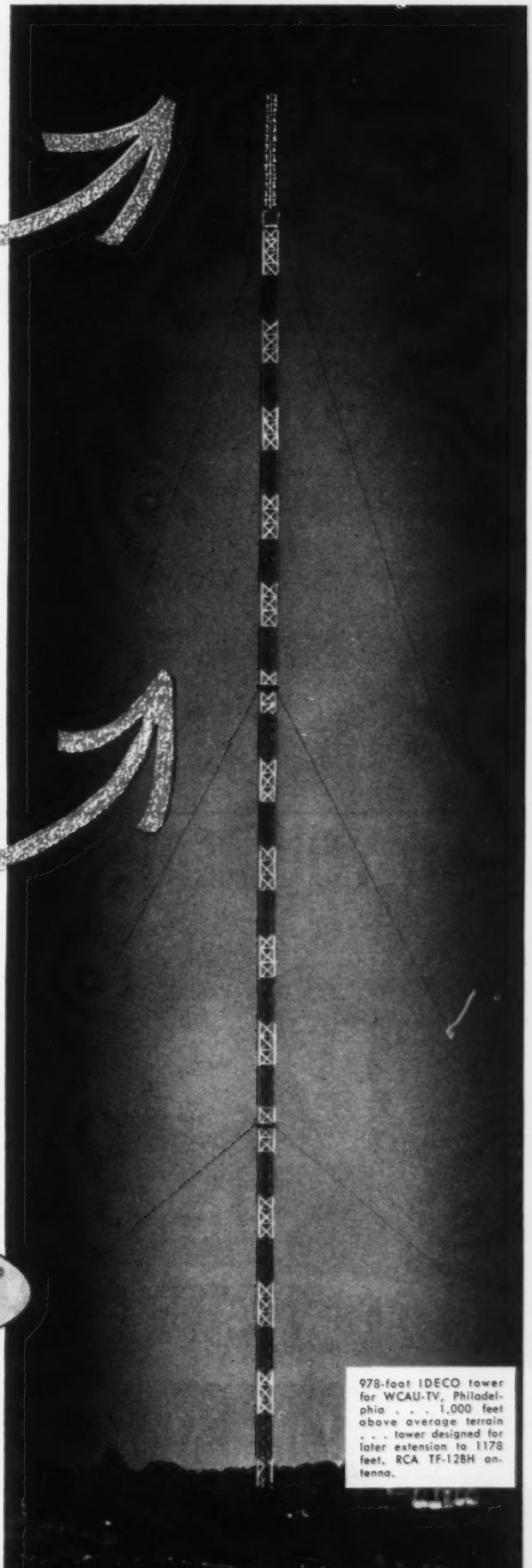
2,014,800 MORE POTENTIAL VIEWERS

Your station, too, can benefit from this aggressive "up and at 'em" attitude. Whether it's a higher tower . . . or your new station's first tower . . . you can profit by IDECO'S long experience in tower design and construction.

Tall towers? Over 40% of the country's over-1,000-foot towers are IDECO, including the world's tallest structure at 1,572 feet. Other heights? Hundreds of under-1,000-foot IDECO towers are reliably serving stations all over the country. Guyed? Self-supporting? Fixed base? Pivoted base? Insulated? Yes, IDECO makes all types.

In fact, when it comes to towers you'd do well to come to IDECO. Write IDECO . . . or contact your nearest RCA Broadcast Equipment representative.

WITH **IDECO®**



978-foot IDECO tower for WCAU-TV, Philadelphia . . . 1,000 feet above average terrain . . . tower designed for later extension to 1178 feet. RCA TF-12BH antenna.

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO
BRANCH: 8909 S. Vermont Ave., Los Angeles 44, Calif.

CIVIL ENGINEERS career opportunities now available at Ideca . . . write for information.

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

able means of moving the product of its sponsor, Pattison Pontiac.

In Mr. Pattison's own words: "I underwrote the basketball telecasts with some doubts. It was a gamble, but one that certainly paid off." The favorable response sold Mr. Pattison on television and he instructed O. W. Joslyn, his agency, to scout for a regular series on the station. Last February, a few weeks after *Sunday Supplement's* initial telecast, Pattison Pontiac assumed full sponsorship of the weekly series.

This tv schedule represented a substantial increase in Pattison's advertising expenditure. The weekly production budget on *Supplement* is high compared to other local production costs.

Both George Pattison and "Chris" Joslyn, his agency executive, leave program topics entirely to the *Supplement* staff. Commercial copy, which is handled by the agency, is straight and honest and never the hard pitch type, WDSU-TV says. Many of them are institutional and are delivered both by a commercial announcer and Mr. Leavitt. Mr. Pattison feels an important part of his television advertising is coordination with his own sales force.

Mr. Pattison utilizes fully tv's immediacy and intimacy to promote his Sunday sales hours. At least once during the show customers are reminded that there are still "eight more hours" to bring the family to see the Pattison Pontiacs.

Is this local television series a profitable investment for Pattison Pontiac? Mr. Pattison proudly points out that in the first six months of this year his profits are up 100% over last year. Volume-wise, he says, that in new and used units sold his books show a 140% increase over last year. And in actual dollar volume, Mr. Pattison says, he has $1.7 million more in gross sales than last year at this time.

THIS is the staff WDSU-TV puts into production of *Sunday Supplement.*

To quote George Pattison, "All things considered, television is responsible for these gains. I've been in this business a long time and can judge trends. The rate of increase in sales for Pattison Pontiac is a direct result of my television show."

Currently Pattison Pontiac is the largest New Orleans car dealer in this price bracket. "Television put me there," says Mr. Pattison. And while Pontiacs are the No. 6 car in sales nationally, Pattison Pontiac is No. 3 in New Orleans (the first two are lower priced).

Tv also has expanded Mr. Pattison's trading area. Before tv, Pattison customers were local people. Today he has customers from Mississippi and the Gulf Coast, all motivated by his tv show. The success of Mr. Pattison's WDSU-TV schedule is stimulating other automotive dealers to use a regular program series (one even offered to take over *Supplement* if Pattison ever relinquished it!).

Mr. Pattison is so sold on tv that he purchased an additional half-hour dramatic series for six weeks to supplement his summer advertising. For his fall and winter promotion he is increasing his WDSU-TV schedule to include weekly sponsorship of the Friday night late show, 90-minute feature movies.

DO YOU REALLY WANT TO BUY A PLUM?

A BILLION DOLLAR PLUM . . .

WREX-TV

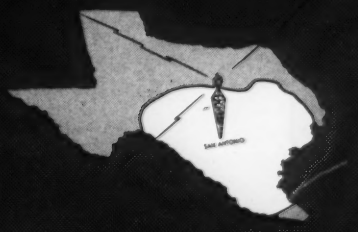
HERE IS *FRUIT* FOR THOUGHT:

- 256,600 TV sets . . . serving over a million people
- Only VHF station covering this billion dollar market
- Well outside the range of either Chicago or Milwaukee television signals (90 air miles).
- Only VHF station feeding top CBS and ABC network shows to this fruitful market
- Combined rural and industrial following . . . ideal for test campaigns.
- YES, THERE'S REAL SALES POTENTIAL IN REX-LAND

CBS ABC
AFFILIATIONS

WREX-TV channel 13
ROCKFORD, ILLINOIS
J. M. Baisch, General Mgr.
represented by
H-R TELEVISION, INC.

KENS



THE BIGGEST

DAYTIME COVERAGE

IN TEXAS

It takes power to give you coverage.

Power we got. And Coverage we deliver.

The powerful 50,000 watt voice of KENS at 680 kc. covers 109,737 sq. miles within its 0.5 mv. contour!

This Coverage area is equivalent to the states of New York, Connecticut, Pennsylvania, Delaware, New Jersey and a couple thousand square miles left over.

In this area live 4,271,400 Texans with nearly $6 billion annual income.

Get the facts from Free & Peters.

Express-News Station

KENS
680 CBS
50,000 WATTS 10 KW NIGHTS

SAN ANTONIO, TEXAS

THREE of the hundreds of messages Radio Liberation sends into the Soviet Union: (at left) Commemorating the 1945 meeting of U. S. and Soviet forces at the Elbe River are (l to r) Peter Pirogov, Russian pilot who flew a Red bomber to freedom; Sen. Paul H. Douglas (D-Ill.); Vice President Richard M. Nixon; Sen. Charles E. Potter (R-Mich.), and Paul Staub, one of the American patrol which met the Russians. Photos at right show General of the Army Omar N. Bradley and U. S. Socialist leader Norman Thomas at RL mike.

RADIO LIBERATION

IT BEAMS MESSAGES OF HOPE DEEP BEHIND THE IRON CURTAIN

A REAL-LIFE counterpart of "foreign intrigue" dramas is unfolding today in Western Germany where Soviet agents are cajoling, and often threatening, a band of dedicated emigres from the Soviet Union who believe that international radio can set the stage for a "democratic revolution" within the USSR.

There is no "cloak-and-dagger" maneuvering by employes of Radio Liberation, who work 24 hours a day on broadcasts to most of the European part of the USSR, Central Asia and Soviet occupation troops in Europe. It is their contention that the Soviet peoples themselves are discontented, and presentation of the unvarnished truth can contribute to the eventual overthrow of this "slave regime."

There are signs, however, that the Soviet Union does not regard this operation lightly. Not long ago the chief of RL's Azerbaijanian desk was found murdered in his apartment in Munich. This followed closely upon the strange and unexplained drowning of one of the members of the Belorussian desk. RL's staff is convinced that these acts of violence were the work of Soviet agents. They point out that over the past two years, other employes repeatedly have been approached by Red agents and strongly advised to "redefect."

Radio Liberation is supported by the American Committee for Liberation from Bolshevism Inc., which was founded in 1951 by a group of Americans prominently active in combatting Communism. The first broadcasts of RL went on the air on March 1, 1953, and within a few minutes the Soviets began to jam the transmitters.

RL is unlike either the Voice of America or Radio Free Europe. VOA is government-supported and beams programs to countries all over the world, including the Soviet Union. RFE concentrates on satellite countries. Radio Liberation is the only privately financed group that broadcasts exclusively to the Soviet Union itself, using former Soviet citizens of different nationalities who talk directly to their peoples in the homeland.

Programming and related operations work of RL are carried on in Munich. Transmitting facilities and technical operations are at Lampertheim (near Munich). At the end of 1954, nine transmitters (one 20 kw, two 3 kw and six 10 kw) were in operation in Germany, broadcasting on 15 different frequencies for a total of 162 transmitter hours a day. The short-wave broadcasts are designed to reach Soviet occupation troops in Eastern Europe and all the Soviet Union west of the Ural Mountains and to Turkestan beyond the Caspian Sea. Recently, RL began a "pilot" operation from an island off the China mainland to the Soviet Far East, utilizing facilities already in existence.

The languages in which RL broadcasts are Russian, Ukrainian, Armenian, Azerbaijan, Belorussian, Georgian, North Caucasian, Tatar - Bashkir and Turkestani — altogether 17 major tongues of the peoples under Soviet rule.

Since RL is primarily an anti-communist emigre-operated radio station with American technical assistance and support, its staff of 450 is comprised predominantly of former Soviet citizens with a small core of American and German technicians. Officials believe that the station has succeeded to a large degree in establishing itself as the free voice of the peoples enslaved in the USSR by constant use of former Soviet officers, soldiers and citizens speaking directly to their countrymen.

The programming consists largely of discussions of specific problems and aspects of dictatorship, with special appeals to various segments of the population. An RL official in New York observed that the programming is presented from the point of view of the interests of the peoples under Soviet domination, as contrasted with heavy coverage given by VOA to strictly American affairs and BBC to British affairs. The titles of some of RL's feature programs offer a clue to the propaganda content: "Land to the Peasants," "Forbidden Pages," "History of the Anti-People's Party" (i.e. the Communist Party), "Our Democratic Heritage" and "Our Comrades in Misery."

One indication of the effectiveness of RL, according to an official, is the ever-increasing intensity of Soviet jamming. Another is the six-month-old effort of the Soviet-sponsored Committee for Return to the Homeland, which has taken RL's lead and is broadcasting over a transmitter in East Germany to West Germany and Austria, appealing to emigres to return to their homes. Until 1954, the Soviet press studiously had refrained from mentioning Radio Liberation, but lately tirades mentioning the "White Guardist microphone" and references to the emigres' activities have appeared in some Soviet newspapers. Pravda, however, still avoids mentioning RL by name.

RL has a long list of persons who "defected" after listening to the broadcasts, and in every instance these individuals recount stories of faithful listening by Soviet citizens. John Noble, an American who was repatriated last year after a number of years as a prisoner in the Vorkuta concentration camp, reported that foreign broadcasts were heard by those with radios in the concentration camp (chiefly guards and trustees), and news contained in the broadcasts was spread to inmates by "the grapevine." It was at Vorkuta that a revolt erupted several years ago, attributed in part to outside radio propaganda. A Greek citizen, recently repatriated after

Facing The Facts this month are many faces . . . thousands of faces that make up the 100,000 people who saw or took part in KFAB shows at the Nebraska State Fair this year.

This year, as has been the case for 27 consecutive years, KFAB promoted the Fair to the hilt . . . and presented programs on the grounds amounting to eight hours daily for the entire week. KFAB's dominance above all media at the fair, over a period of many years, has resulted in the station becoming known as "the Nebraska State Fair Station."

It's one more example . . . one more proof of performance that KFAB is Nebraska's dominant station . . . the Number One Farm Station . . . and the most powerful influence in the daily lives of thousands of Midwesterners.

Face the Facts and find out more about KFAB and how it can help your sales chart curve upwards. Talk to a Free and Peters man . . . or check with General Manager Harry Burke.

THE MIDWEST-EMPIRE STATION

KFAB

50,000 WATTS

OMAHA NBC RADIO

Big Mike is the physical trademark of KFAB — Nebraska's most listened-to-station

slaving in Vorkuta, told of hearing RL broadcasts in the Soviet Far North. Letters received from inside the Soviet Union, sent to addresses in Western European cities which are given during broadcasts, have increased in number and indicate that RL has a growing audience.

The American Committee for Liberation from Bolshevism, which sponsors RL, makes its headquarters in New York. Howland H. Sargeant, former Assistant Secretary of State, is president. Trustees include William L. White, William Henry Chamberlain, J. Peter Grace Jr., H. J. Heinz II, Mrs. Oscar Ahlgren, Dr. John Studebaker, Philip H. Wilkie and Vice Adm. Leslie C. Stevens USN (Ret.).

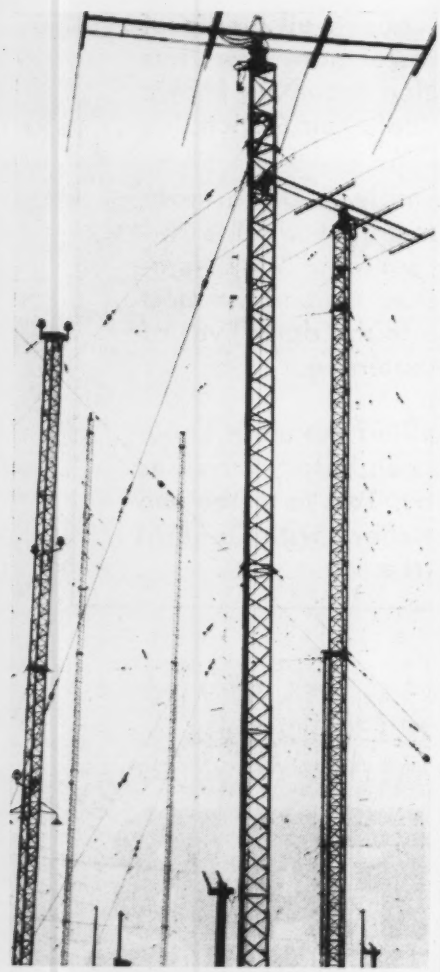
Though the budget of RL is kept confidential, principal support is said to come from private foundations and individual contributions. RL currently is considering the possibility of a public fund-raising campaign to expand its services and intensify its broadcasting of messages such as this one:

"This is Radio Liberation.

"Listen to the free voice of your brother fighters from abroad. Listen to the true information which the Kremlin conceals from you.

"Pass along what you hear on Radio Liberation to your relatives, friends and acquaintances.

"This is Radio Liberation."



RADIO LIBERATION's antenna system at Lampertheim beams messages of freedom to deep within the Soviet domain.

A GALLOPING GUITAR AND A FRIENDLY VOICE

THEY SPELL SALES SUCCESS FOR ADVERTISERS WHO MAKE USE OF ARTHUR SMITH IN CAROLINA

THERE'S MONEY in music — Carolina music.

Over the Piedmont hills and Coastal plains the mellow strumming of a galloping guitar and the friendly voice of a native salesman are going into receptive homes — homes where Bunker Hill canned meats and Puffin biscuits are favorite foods. A dozen or so non-edibles, too, are bought regularly and in quantity because of a persuasive voice.

The singing salesman, whose radio and tv commercials are distributed over the facilities of WBT and WBTV (TV) Charlotte, N. C., is known around the Mid-South as Arthur Smith, head of the Crackerjacks and Crossroads Quartet, and the man whose "Guitar Boogie" recording is one of the all-time best sellers.

This merchandising musician daily communicates with his Carolina following on behalf of Bristol-Myers Sal Hepatica (Young & Rubicam), Lever Brothers (J. Walter Thompson Co.), Grove Labs. (Harry B. Cohen), Brown & Williamson Tobacco Co. (Ted Bates), Sterling Drug Co. (Carl S. Brown), Monticello Drug Co. (Chas. W. Hoyt), Scott Chemical Co. (Cox & Jackson), plus Puffin (Henri, Hurst & McDonald) and Sam McDaniel & Son's Bunker Hill meat (Walter J. Klein).

Arthur Smith's heavy radio and tv schedule has a waiting list of interested agencies who want this native Carolinian to discuss the merits of clients' products on his folk and religious music programs. They know their products will get a bonus in the form of mentions on his frequent personal appearances around an area radiating 200 miles from Charlotte (average audience exceeds 1,000).

M. W. Fortney, president of Puffin ready-to-bake biscuits, Los Angeles, told B•T, "We don't want to lose him."

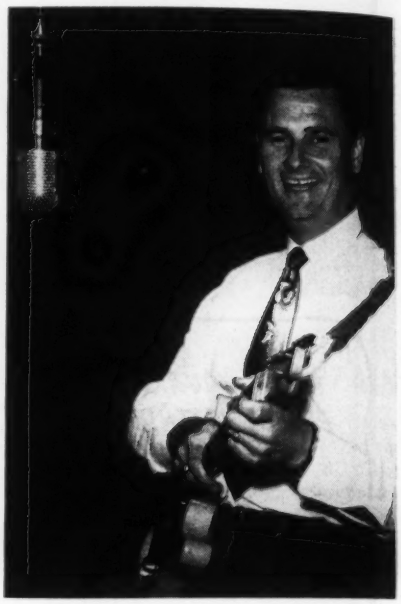
The Puffin people, who distribute in 38 states (not yet in Northeast or Northwest), induced WBTV to put Arthur Smith, a WBT featured artist, on tv for them in 1952 as the first major live production created by the station, giving birth to a video phenomenon known to Carolinians as Station WEE-TV.

What has happened?

"Our sales in the Carolinas have tripled in the last several years," President Fortney said. "Arthur deserves a good part of the credit. We started him in tv because we knew his radio program and his popularity during personal appearances and performances at grocers conventions.

"He's unique and does more than merely make a few mentions on the air. Arthur Smith is good for us."

Bunker Hill meats are sold in eight Southeastern states ranging from the Potomac to the Gulf. Robert Buckler, account executive of Walter J. Klein Agency, told B•T that Arthur Smith and His Crackerjacks "outsell in a quarter-hour tv segment as many as nine or ten other shows put together."



CHARLOTTE'S ARTHUR SMITH

Sales magic through country music

The Klein agency is one of the South's major tv production units, operating its own Charlotte studios and sound stages plus movie equipment to turn out over 40 video packages a week.

"The Charlotte area and on out around the WBTV market is Bunker Hill's hottest spot," Mr. Buckler said. "Before Arthur and WBTV started selling Bunker Hill meats, we had two remote distributors in the area. It would have taken a week to find a can of Bunker Hill on a store shelf.

"All the chains handle it now—Colonial, A&P, Dixie, Eden, Foodway. You can't find a store without it in North Carolina and a good part of South Carolina and Southern Virginia.

"Arthur Smith sells Bunker Hill in three states. I believe his success is due to his sincerity. His spiritual side is a beautiful thing. People believe in him. His WBTV show sells a good 65% to 70% of all Bunker Hill's total business. They've had to enlarge the Bedford, Va., plant twice since he went on for Bunker Hill, and now it's to be expanded a third time.

"They've had to take on additional trucks to distribute the three Bunker Hill items he

JAX *gives* KFJZ-TV *a $52,000. vote of confidence*

ROBERT FABACHER, advertising manager of the Jackson Brewing Company of New Orleans, signs the $52,000 contract for six 5-minute newscasts weekly making JAX BEER one of the many products being sold to the 2,000,000 plus people in the wealthy, fastgrowing Fort Worth-Dallas area through Texas' newest television station, KFJZ-TV. With Mr. Fabacher are Bill Thomas, director of radio and television for Fitzgerald Advertising Agency, and Gene L. Cagle, president of KFJZ-TV.

Texas' Only Independent Commercial Television

KFJZ-TV
Channel 11
FORT WORTH, TEXAS
Represented by H-R Television, Inc.—Clarke Brown Co. (South)
210,00 watts at 1074 feet

advertises—beef and beef stock, sliced beef with gravy and chunk beef with gravy.

"It's like turning on a faucet the way we can keep the case volume of these three quality items about equal. If we get behind in sliced beef sales, for example, we let Arthur promote them and catch up right away."

Mr. Smith's current schedule consists of an 11:30-11:45 a.m. WBT strip, a Saturday night WBT show and a Monday evening WBT period along with Tuesday and Thursday evening half-hours on WBTV.

The radio program has promoted Bristol-Myers Sal Hepatica six years. Recently Bernice G. Brilmayer (Young & Rubicam) said the Crackerjack's *Carolina Hayride* had made a good showing on another air check and deserved the tribute, "Great job." She added, "Arthur's sincere recommendation for the product . . . is such strong selling, it's lots more valuable than some of the 'nuts and bolts' in the copy. That sort of stuff will sell more Sal Hepatica than all the claims we can write."

In the industry, Arthur Smith's name became a Madison Ave. byword when his wartime composition "Guitar Boogie," which he recorded for Super Disc, burst out as a musical miracle. MGM, which took over the Super Disc catalog, estimates it at close to three million records.

The story of this singing guitarist starts with a homespun schoolboy trio playing picnics and other events around Kershaw, S. C. Daddy Smith was a music teacher and textile mechanic. Arthur played guitar and added violin, piano and assorted horns and other instruments. Sonny also played guitar and doubled in the familiar folk combination manner, with Ralph having both arms and hands busy on an accordion.

They went to WSPA Spartanburg, S. C., in 1939 as a Dixie outfit. This flopped so they switched to folk music and became a quick hit. When Walter Brown and A. B. Taylor bought WSPA, they put the troupe on at 5-6 a.m. on behalf of Taylor-Colquitt, lumber treating firm, and soon had farmers bringing their timber to the mill.

Ralph and Sonny went into the service. With the act broken up, Arthur got a job with Charles Crutchfield, WBT-WBTV vice president-general manager who then was WBT program director, as staff musician. He did singles and appeared in all of the station's folk music acts until the Navy beckoned.

All the time he had been indulging his favorite hobby—composing folk and gospel music.

This last year one of his gospel numbers, "I've Been With Jesus," was recorded on 16 labels. Another, "I Saw a Man," is on 10 labels.

At Bainbridge, Md., his naval career allowed time for composing. "I started 'Guitar Boogie' at WBT and completed it at Bainbridge," he recalled, adding that his buddies used to say they could listen to it by the hour.

One weekend he went to Washington to hear some of his old WBT cronies, the Tennessee Ramblers, do an act at the Atlas Theatre. "They insisted I do a number on the show," he said. "The next day they had a recording session for Super at the NBC Washington studios. They asked me to join them. We did three numbers. Since a recording session is usually four numbers, I said I had a guitar number of my own that I had called 'Guitar Boogie.' I played a few bars and it was accepted."

Postwar Reunion

After World War II, the three Smith brothers reorganized, adding a bass and returning to WBT. On MGM they appear as Arthur Smith and the Crackerjacks in vocal and instrumental numbers and as The Crossroads Quartet for gospel numbers. Their latest gospel release came out Oct. 21. It's titled "The Fourth Man."

Puffin Biscuits put the Crackerjacks on WBTV in a program that's a tv station within a tv station. It's supposedly on WEE-TV, a 1½-watter in Happy Valley. Mail barrels in every week addressed to WEE-TV, and never a week passes without a viewer commenting that WEE-TV on ch. 3 comes in every bit as good as WBTV.

There are plenty of viewers, judging by a comment made by Robert F. Davis, research manager of CBS-TV Spot Sales. He said, "WBTV's Arthur Smith program is the highest rated local live tv program in the country. This is based on latest Telepulse (August 1955) covering some 40 markets. Arthur Smith rated 40.9."

Arthur Smith is a genial Carolinian with a fetching smile and a sincere, convincing manner. He teaches a young adult's class in a Charlotte Baptist church. Last spring the local Gold Star Mothers named him "Father of the Year."

FACT No. 2

Pulse proves Leadership

WKOW-TV dominates a 15 county market with 13 of the 15 top rated once-a-week shows and 4 of the top 7 multi-weekly shows. (Telepulse Area Report, week of Aug. 15-21)

This is the Pulse market picture:

Retail Sales – $714 million
Income – 984 million
Income per family – $5097

For details call or wire your

Headley-Reed TV representative

WKOW-TV Channel 27
Madison, Wisconsin

A SPECIAL TV CHRISTMAS PACKAGE

for unlimited showing during Christmas week

NIGHT BEFORE CHRISTMAS

(11 Minutes)

As agile as ever in spite of his age, Santa Claus himself plays the leading role in a delightful re-enactment of "A Visit From Saint Nicholas". This nineteenth century American Classic has been filmed with an original musical score to accompany the famous poem that begins " 'Twas the night before Christmas".

CHRISTMAS RHAPSODY

(11 Minutes)

The heart-touching story of the littlest Christmas tree . . . as tender and warm as the meaning of Christmas. Photographed in one of America's most beautiful natural settings—near Brighton, Utah. The familiar music and carols of the Yuletide are woven throughout the film by a full symphony orchestra and chorus.

CHRISTMAS THROUGH THE AGES

(13 Minutes)

The story of Christmas, blended from Biblical history, myths, legends, and customs as old as the human race. Dramatic scenes trace the symbols of Christmas to their many sources and reflect the world-wide response to a holiday which celebrates goodwill and peace on earth.

SANTA AND THE FAIRY SNOW QUEEN

(26 Minutes)

The Fairy Snow Queen gives life to Santa's dolls on Christmas Eve. They dance and sing for Santa to the music of Tschaikovsky's Nutcracker Suite and The Sleeping Beauty.

Unlimited telecasts during Christmas week of all four of these fine Encyclopaedia Britannica Films can be yours for just 50% of your one time national Class A one hour rate.*

This Encyclopaedia Britannica Film special TV Christmas package is offered on an exclusive market basis subject to prior sale. Because of the strictly seasonal nature, no audition prints will be available and no orders may be accepted after December 7. The universally well known and respected names of Encyclopaedia Britannica Films and Associated Program Service are your assurance of complete satisfaction. There are no finer films of this type available anywhere.

To avoid disappointment, phone or wire or return the coupon below by air mail special.

* Minimum charge: $175.00.

CHRISTMAS PACKAGE RESERVATION

TO: ASSOCIATED PROGRAM SERVICE
221 FOURTH AVE., NEW YORK, N. Y.

We want the Encyclopaedia Britannica package for our station. Please rush contract for our approval. I understand this offer is subject to prior sale.

Name .....

Title .....

Station .....

Address .....

City .....

LET'S UNSHACKLE THE TIMEBUYER

MEDIA DIRECTOR CHAMPIONS A MADISON AVE. CAUSE

MEDIA DIRECTOR Roger C. Bumstead of David J. Mahoney Inc. went before Radio Advertising Bureau's first annual advertising clinic in New York Oct. 14 [B•T, Oct. 17] to talk about creative timebuying. In no uncertain terms he outlined the things he thinks necessary to create an agency atmosphere in which creative timebuying is possible.

Mr. Bumstead also gave evidence of what creative radio timebuying can do. To wit: how White Rock beverages got 100% distribution for a new pineapple soda after one week of saturation spots; how Brioschi Anti-Acid sales jumped 40% after four months of early morning radio; how Good Humor ice cream increased its unduplicated audience 20% by using weekend radio, and how Virginia Dare wine increased sales with an evening radio program.

Following is a condensation of his address:

EVERYONE talks about creative timebuying—but all too few people do anything about it. There are a number of reasons for this state of affairs.

First, the status of too many timebuying units is clerk-like in too many agencies. And the fault does not lie alone with agency management, in spite of protestations to the contrary. The major responsibility must lie with the media director of the agency. Media executives are all too anxious to hide their light under a bushel—except when they are talking to other media directors.

However, in a few isolated cases, a media director has been a great salesman, too. He has believed in his department, and its work, and he has fought for it tooth and nail. The result has been that ambitious young people have fought to get into his department. The result has been outstanding success for the agency. The result has been creative timebuying.

But how many broadcast media directors actively *sell* their departments? How much more often do we find the media director with the Univac timebuying approach? This gentleman's next move is to go to 57th St. and Madison Ave. and shop for his timebuyers at IBM World Headquarters. After all, IBM machines can add faster, compute faster, and get a lower cost-per-thousand faster than any human being. The only thing the IBM or Univac machine can't do is think—and who needs to think in a Univac timebuying department? Seriously, it seems ludicrous to me to see the utter dependence that some agencies put on the lowest-cost-per-thousand. Because the only guides to cost-per-thousand are rating and coverage services which are universally agreed to be woefully inadequate in both technique and sample. Timebuyers must be freed from the ridiculous shackles of fictitious cost-per-thousand research. Common sense must be allowed to exercise its influence over timebuying as it does in copy, contact, merchandising and art departments. Perhaps that is the key to creative timebuying—an encouragement to exercise common sense.

What else can a broadcast media director do to encourage creative timebuying? He can have the guts to resist attempts by inexperienced agency personnel outside the timebuying unit to dictate buys, station selections, or broadcast patterns. It is asinine to see an account executive who does not get up until 8 in the morning kill all spots scheduled before 8—because he does not believe that anyone listens to the radio until then. The timebuying unit is especially trained—or should be—to judge broadcasting facts *objectively*, not *subjectively*, like our late-sleeping account executive. When the timebuying department is right it should stick by its guns. Why? Because the client deserves it. Only the client gets cheated when a timebuyer fails to back up a correct decision.

The media director also can institute procedures and insist on complete briefings for his buyers on the client's campaign plans and objectives.

He should advocate better pay for associates—recognize and reward ability and experience regardless of sex or age.

And in time, if we concentrate on improvement *within* our own departments, we will be on our way to truly imaginative and truly creative timebuying.

Let's remember the following points and crusade for them:

1. Positively sell creative approaches to media selection and timebuying. Fight for radio, if you honestly believe it is the solution to the current problem.

2. Advocate better broadcast research—but in no instance depend on it as a face-saving crutch. Stress common sense as the key to inspired timebuying.

3. Stand up for your opinions—resist interference from untrained personnel.

4. Emphasize the need for better pay and more thorough training for media personnel and, in particular, our buyers.

To me, timebuying is one of the world's most exciting professions. It should call for intelligence, imagination, and daring. To see it reduced to a statistical brainwashing seems a shocking waste.

The people in this room have it in their power to help elevate timebuying to its rightful position in the advertising world. It's been done in a few agencies. Let's each do it in our own.

(A&A continues from page 32)

presided over the session, as well as the speakers, took note of the aroused and renewed interest among agency people in network radio as a forceful advertising medium. Said Mr. Sarnoff: ". . . It's a good thing all around—including your clients' interests—that you're taking a long careful look at radio again."

Mr. Pryor noted that ABC Radio, invited to send a speaker to the AAAA session, had declined because its new radio programming structure announcement Thursday (see story, page 86), would then have been "anti-climactic."

ABC Business News

IN WHAT was hailed as possibly the first use of network radio by an investment and brokerage house, Harris, Upham & Co., New York, has signed for a five-minute strip on ABC Radio, starting Oct. 31. Idea for the program was attributed to Bill Seth, vice president in charge of radio and television for Lewin, Williams & Saylor, and Wray Kennedy, vice president and account executive of the agency, which handles the Harris, Upham account. The program will feature Don Gardner in a review of daily activities of the New York Stock Exchange and news and views of business conditions, based on information gathered by the sponsor's research department. The show will be heard at 5:55-6 p.m. EDT Mondays through Fridays.

AAAA GROUP HEARS TOLL TV PROS, CONS

BMI's Kaye speaks against toll tv and Skiatron's Landis in favor of it at agency association's regional conference in New York.

AN UNUSUAL platform—that of the American Assn. of Advertising agencies, which held its Eastern Annual Conference in New York last week (see page 28)—was used to discuss in open debate the controversial issue of toll television.

The audience, made up largely of top executives in the agency field, were not disappointed. Two prominent lawyers, Sydney Kaye, vice president and general counsel of Broadcast Music Inc., and James M. Landis, who represents Skiatron Electronics & Television Corp., strongly advocated distinct and divergent views.

At one point Mr. Landis said that uhf is going down economically and cannot survive—but that toll tv would give it a chance to pull through.

The agency audience itself stirred the session by asking these pointed questions (summarized in brief):

Since certain companies [Skiatron] plan to retail a decoder [Mr. Landis placed the figure at about $50], will they, in effect, ask people to pay for the privilege of paying to watch tv? What happens when color comes along, with its additional cost? Isn't uhf's biggest problem that of a $35 converter?

If pay tv bids for certain talent would that not increase the cost of the programs while causing a decrease of audience? Ultimately, would not this increased cost be passed on to the consumer by the manufacturer (or sponsor) who must pay more to sell his goods?

Advertisers buy time on the basis of its costs and circulation—would not pay tv cut into the efficiency of tv as an advertising medium? What plans do toll tv people have to provide public service similar or equal to that programmed on the networks and financed by profits made in the selling of time to advertisers?

All of these questions were directed to Mr. Landis, whose answers also are summarized:

The decoder cost—this is similar to the telephone company eliminating its service charge for use of the telephone and asking customers to buy it outright and then charging for each call.

Programming cost increase—he couldn't tell now whether it would happen, but if it did, this would be in the "American tradition." He added that one could hardly presume that the networks are doing a "great service" to the country in keeping talent costs "down."

Similarity of uhf converter to vhf decoder—people will pay for a device if it will give them better programming, something, he intimated, they would not exactly receive on uhf in mixed vhf-uhf markets where the better network programs are on vhf.

Public service programming — one cannot deny the service the public receives from the networks. Public service is supplied to maintain programming service of a network or station to keep time valuable. Stations which have certain "toll hours" could use revenues

DON'T OVERLOOK THE FACTS

Fact Number 2 for the VITASCAN color TV system

TUBE COST... approximately 2¢ per hour

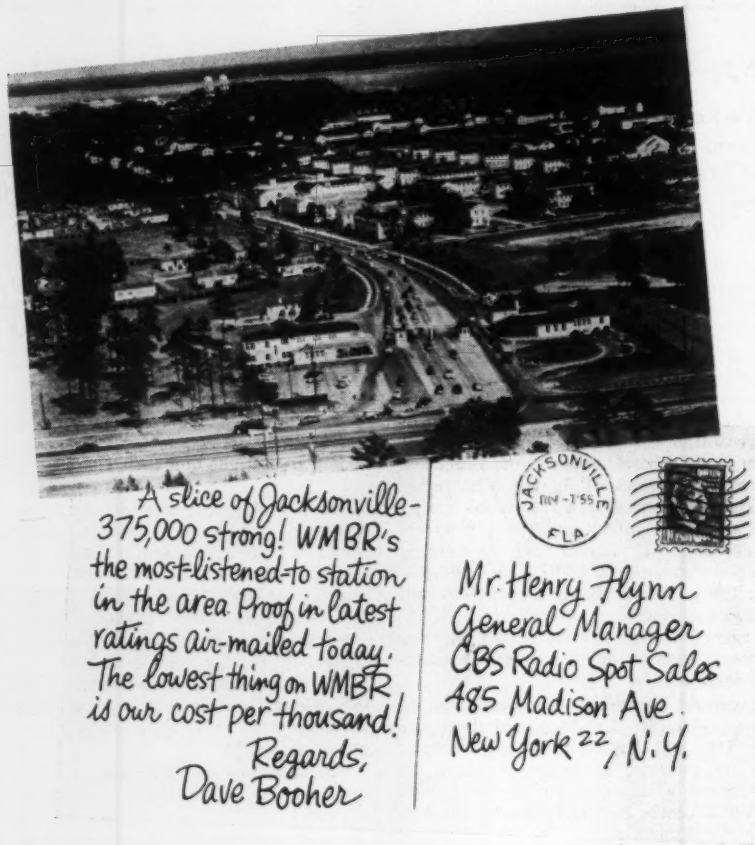
3 Keep watching this space for more revealing facts!

2 Camera employs simple cathode-ray tube costing only $100. Life expectancy of 4000 to 5000 hours, or approximately 2 cents per hour cost.

1 Permits color broadcasting on modest budgets. Costs no more than monochrome I.O. system. May be used for monochrome as well as color.

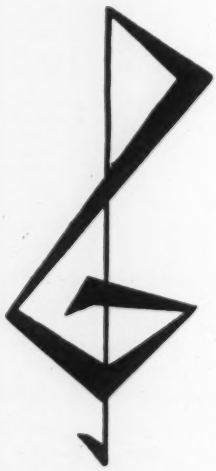
DU MONT® VITASCAN

TELEVISION TRANSMITTER DEPARTMENT • ALLEN B. DU MONT LABORATORIES, INC., CLIFTON, N. J.



THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

so gained for public service. For toll tv itself, it can provide public service by offering specialized knowledge—for example, medical telecasts to doctors. Programs of this nature could be on the air along with those of commercial tv, which he called "mass entertainment." Thus, toll tv could add to the amount of public service via video.

At this point, a member of the audience reminded Mr. Landis that there are only so many hours in a day, and because of this asked if toll tv would wish to put on a program of interest to only some 200,000 doctors for which it would collect $20,000 when a movie could be programmed collecting a dollar per viewer.

Mr. Landis said there are hours other than prime evening time when public service programs could be aired by subscription tv. He said the plans of what and when to program would depend on time available and that it was his thought that as much as six or even nine hours per week of "mass toll entertainment" would be difficult because of the economic factor.

Mr. Kaye, who had indicated that one of the arguments against pay tv was the contemplated use of existing commercial tv facilities, was asked by a member of the audience what his position would be if toll tv used its own facilities. Mr. Kaye said that "certainly would reduce the immediate impact."

Both men presented summaries of their positions. Additional time was allowed for them to question each other and the remainder of the time was given over to audience questions.

Suitt Named V.P., Principal; Wright-Campbell Change

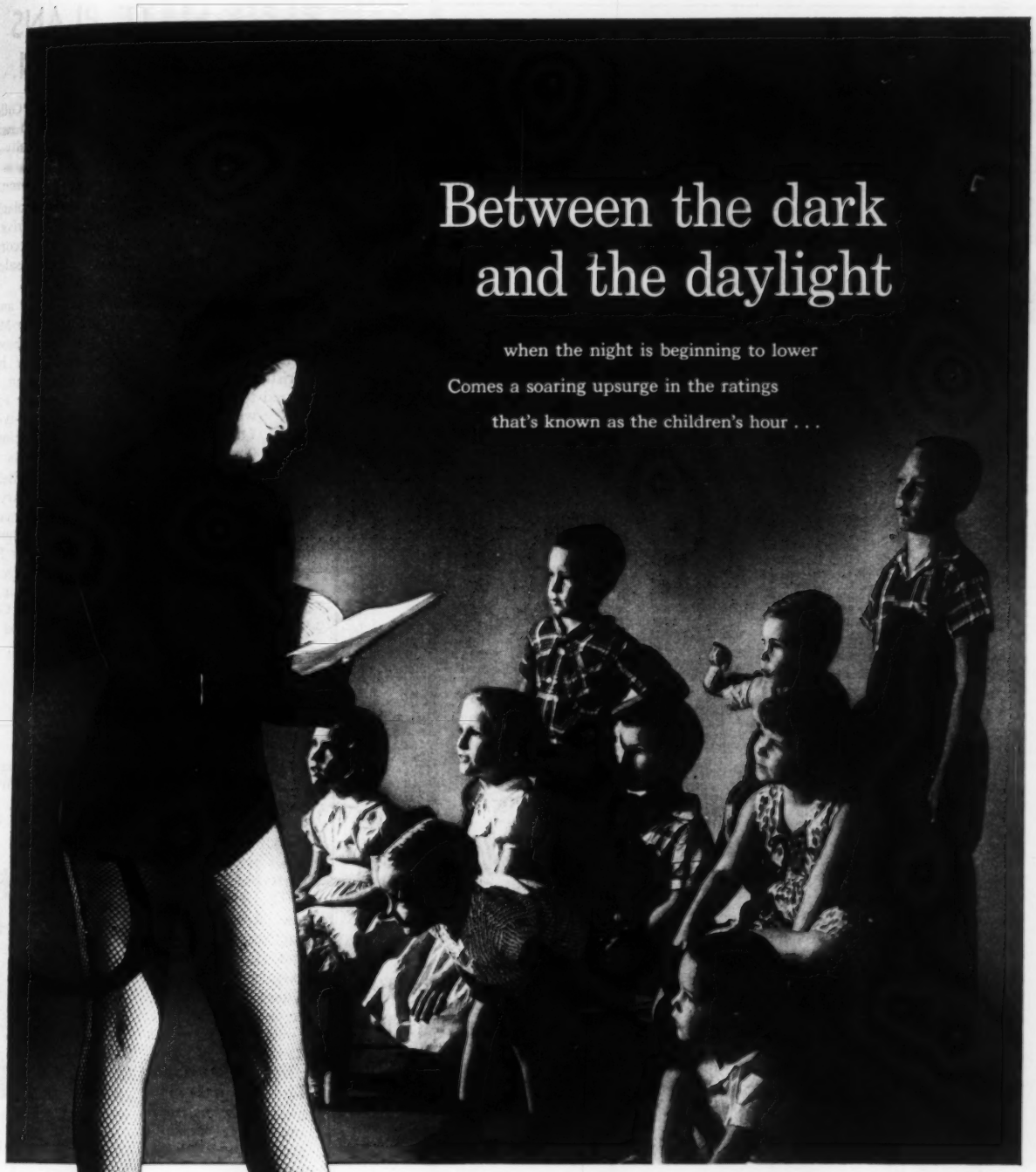
INCORPORATION of Wright-Campbell Adv., Chicago, into Wright, Campbell & Suitt, with William W. Suitt as newly-appointed vice president and principal, was effected last Monday. Mr. Suitt formerly was creative director with Maxon Inc., Detroit, and recently held that post at Wright-Campbell.

MR. SUITT

Under the incorporation, William E. Wright is president, Mr. Suitt and Donald L. Campbell are vice presidents, Mrs. William E. Wright is secretary and John Henning is treasurer. Messrs. Wright and Campbell and Mrs. Wright were principals in Wright-Campbell as a partnership since 1949.

BBDO Gets Revlon Account

REVLON PRODUCTS has named BBDO, New York, to handle its advertising for Touch and Glow in addition to Satin-Set and Pin Curl Spray, effective immediately. Starting yesterday (Sunday), Revlon will sponsor, with Kent cigarettes, through Young & Rubicam, *Appointment With Adventure*, which in December will be replaced by *$64,000 Panel*, Sundays, 10-10:30 p.m. on CBS-TV. Other Revlon products, placed by Norman Craig & Kummel, agency for the majority of Revlon billings, also will share billing on the new program, in addition to maintaining *$64,000 Question*.


Between the dark
and the daylight
when the night is beginning to lower
Comes a soaring upsurge in the ratings
that's known as the children's hour . . .

In less than 1 year, KTRK-TV has changed the Houston market.
At the daily children's hour between 5 o'clock p.m. and 6:30 p.m.
up to 60% of the audience watches Channel 13 . . . And they'll stay
for the great lineup of ABC family shows . . . Warner Brothers,
Disneyland, Lone Ranger, and Rin Tin Tin.
Good shows make good adjacencies—call us or BLAIR TV.

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS — ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO., General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
NATIONAL REPRESENTATIVES: BLAIR-TV, 150 E. 43rd St., New York 17, N. Y.

ARIZONA, DELAWARE, FLORIDA, NORTH CAROLINA, WYOMING

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

	Total Farms	Farms With Tv	% Tv Farms
ARIZONA			
Apache	233	5	2.1
Cochise	904	87	9.6
Coconino	216	5	2.3
Gila	251	20	8.0
Graham	417	31	7.4
Greenlee	158	1	0.6
Maricopa	3502	2475	70.7
Mohave	145	---	---
Navajo	456	---	---
Pima	641	379	59.1
Pinal	1047	445	42.5
Santa Cruz	173	29	16.8
Yavapai	609	48	7.9
Yuma	569	284	49.9
TOTAL	9,321	3,809	40.9
DELAWARE			
Kent	1938	1145	59.1
New Castle	1130	906	80.2
Sussex	3229	1734	53.7
TOTAL	6297	3785	60.1
FLORIDA			
Alachua	1610	411	25.5
Baker	390	180	46.2
Bay	264	92	34.8
Bradford	617	205	33.2
Brevard	1017	256	25.2
Broward	408	197	48.3
Calhoun	523	52	9.9
Charlotte	148	29	19.6
Citrus	278	14	5.0
Clay	188	94	50.0
Collier	116	21	18.1
Columbia	987	269	27.3
Dade	1527	900	58.9
De Soto	505	63	12.5
Dixie	214	23	10.7
Duval	475	326	68.6
Escambia	1334	413	31.0
Flagler	100	73	73.0
Franklin	36	2	5.6
Gadsden	1024	70	6.8
Gilchrist	369	62	16.8
Glades	103	22	21.4
Gulf	98	15	15.3
Hamilton	747	140	18.7
Hardee	1114	99	8.9
Hendry	188	28	14.9
Hernando	387	42	10.9
Highlands	583	163	28.0
Hillsborough	4492	1458	32.5
Holmes	1481	79	5.3
Indian River	683	98	14.3
Jackson	2997	149	3.7
Jefferson	924	68	7.4
Lafayette	483	73	15.1
Lake	2920	820	28.1
Lee	458	144	31.4
Leon	910	92	10.1
Levy	498	78	15.7
Liberty	285	6	2.1
Madison	1104	102	9.2
Manatee	804	258	32.1
Marion	1853	357	19.3
Martin	186	56	30.1
Monroe	11	---	---
Nassau	205	88	42.9
Oklaboosa	863	81	9.4
Okeechobee	242	52	21.5
Orange	2726	991	36.4
Osceola	527	195	37.0
Palm Beach	874	309	35.4
Pasco	1036	317	30.6
Pinellas	758	315	41.6
Polk	4020	828	20.6
Putnam	622	252	40.5
Saint Johns	350	197	56.3
Saint Lucie	735	168	22.9
Santa Rosa	1202	212	17.6
Sarasota	349	68	19.5
Seminole	789	324	41.1
Sumter	761	117	12.2
Suwannee	1705	299	17.5
Taylor	323	38	11.8
Volusia	1173	283	24.1
Wakulla	242	2	0.8
Walton	1214	108	8.9
Washington	1003	57	5.7
Union	385	77	20.0
TOTAL	57,543	13,477	23.4
NORTH CAROLINA			
Alamance	2749	1211	44.1
Alexander	1504	521	34.6
Alleghany	1447	281	19.4
Anson	2238	502	22.4
Ashe	3754	792	21.1
Avery	1509	392	26.0
Beaufort	3194	1246	39.0
Bertie	3165	832	26.3
Bladen	3633	349	9.6
Brunswick	1976	250	12.7
Buncombe	4303	1082	25.1
Burke	1922	738	38.4
Cabarrus	1882	907	48.2
Caldwell	2165	972	44.9
Camden	434	233	53.7
Carteret	640	112	17.5
Caswell	2899	718	24.8
Catawba	2718	1283	47.2
Chatham	2844	890	31.3
Cherokee	1638	186	11.4
Chowan	895	241	26.9
Clay	864	70	8.1
Cleveland	4672	1662	35.6
Columbus	6051	671	11.1
Craven	2358	913	38.7
Cumberland	3002	198	6.6
Currituck	544	315	57.9
Dare	39	5	12.8
Davidson	3561	1547	43.4
Davie	1527	386	25.3
Duplin	5650	1080	19.1
Durham	1622	514	31.7
Edgecombe	3725	825	22.1
Forsyth	2927	1292	44.1
Franklin	4050	418	10.3
Gaston	1762	964	54.7
Gates	1166	432	37.0
Graham	757	55	7.3
Granville	3578	625	17.5
Greene	2945	1016	34.5
Guilford	4518	2120	46.9
Halifax	4244	468	11.0
Harnett	4684	922	19.7
Haywood	2818	555	19.7
Henderson	1998	653	32.7
Hertford	1761	647	36.7
Hoke	1560	121	7.8
Hyde	570	62	10.9
Iredall	3699	1358	36.7
Jackson	1813	211	11.6
Johnston	7822	1045	13.4
Jones	1515	415	27.4
Lee	1500	504	33.6
Lenoir	3529	1250	35.4
Lincoln	2333	1296	55.6
McDowell	1323	445	33.6
Macon	1896	160	8.4
Madison	3482	437	12.6
Martin	2888	1170	40.5
Mecklenburg	2787	1398	50.2
Mitchell	1763	431	24.4
Montgomery	995	374	37.6
Moore	2328	508	21.8
Nash	5461	960	17.6
New Hanover	376	103	27.4
Northampton	2879	614	21.3
Onslow	2064	335	16.2
Orange	1939	636	32.8
Pamlico	738	194	26.3
Pasquotank	791	442	55.9
Pender	2266	334	14.7
Perquimans	888	288	32.4
Person	3591	695	19.4
Pitt	5583	2191	39.2
Polk	997	339	34.0
Randolph	3578	1214	33.9
Richmond	1572	436	27.3
Robeson	8037	583	7.3
Rockingham	4188	1643	39.2
Rowan	2911	1388	47.7
Rutherford	3021	1117	37.0
Sampson	6822	894	13.1
Scotland	1241	83	6.7
Stanly	2244	1144	51.0
Stokes	3809	1137	29.9
Surry	4297	873	20.3
Swain	758	35	4.6
Transylvania	968	162	16.7
Tyrrell	499	156	31.3
Union	4415	1919	43.5
Vance	2106	302	14.3
Wake	5770	1323	22.9
Warren	2866	193	6.7
Washington	773	204	26.4
Watauga	2427	478	19.7
Wayne	4588	1182	25.8
Wilkes	4088	1275	31.2
Wilson	3919	1357	34.6
Yadkin	3148	818	26.0
Yancey	2153	237	11.0
TOTAL	267,906	70,560	47.2
WYOMING			
Albany	310	58	18.7
Big Horn	849	69	8.1
Campbell	509	4	0.8
Carbon	330	5	1.5
Converse	348	2	0.6
Crook	540	5	0.9
Fremont	12,71	17	1.3
Goshen	1154	134	11.6
Hot Springs	200	5	2.5
Johnson	320	3	0.9
Laramie	667	296	44.4
Lincoln	629	32	5.1
Natrona	274	17	6.2
Niobrara	381	2	0.5
Park	891	74	8.3
Platte	676	56	8.3
Sheridan	760	8	1.1
Sublette	204	3	1.5
Sweetwater	139	---	---
Teton	98	17	17.3
Uinta	301	60	19.9
Washakie	290	1	0.3
Weston	251	2	0.8
TOTAL	11,392	870	7.6

OTHER STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Idaho	July 25, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
Wisconsin	Aug. 29, 1955

PAPER-MATE PLANS BIGGER CAMPAIGN

PAPER-MATE Pen Co., division of the Gillette Co., Boston, has been so successful with its national advertising campaigns—specifically radio-tv network and local spots—that it is going to buy more and more time this season.

First on the company's agenda are plans to conduct the first national advertising drive for Paper-Mate refills with expectations, according to company spokesmen, to push refill sales to the 20 million-unit mark during 1955.

An entirely separate drive calls for an additional allotment of $400,000 to Paper-Mate's yearly advertising budget to be used above its normal expenditures in anticipation of heavy Christmas season sales. Latter campaign, built around the theme of "An Ideal Gift for Everyone," will utilize combined radio-tv-print media. Of the additional monies approximately $200,000 will go into air advertisements.

Through its agency, Foote, Cone & Belding, New York, Paper-Mate will buy a heavy spot schedule for local radio-tv in 22 major markets, spearheaded by special Christmas promotion on the 142-station NBC-TV *People Are Funny* program. The agency also has arranged for additional spot schedules in other areas on a dealer-station cooperative basis. Foote, Cone & Belding, Los Angeles, is also understood to be planning a separate spot campaign.

Charles Tennant Named Miles Labs Ad Director

APPOINTMENT of Charles W. Tennant Jr., creative director of Geoffrey Wade Adv. Inc., as director of advertising effective Nov. 15 has been announced by Miles Labs (Alka-Seltzer, Nervine, Bactine, other products), Elkhart, Ind. The post is a newly-created one, with Mr. Tennant assuming new and former duties exercised by the late Oliver Capelle as advertising manager. Since Mr. Capelle's death, Perry L. Shupart, who will be Mr. Tennant's superior, has been assuming the responsibilities as vice president in charge of sales and advertising.

MR. TENNANT

Mr. Tennant became creative director at Geoffrey Wade Adv. upon promotion of Lawrence W. Davidson to product service director in a recent realignment of the agency personnel involving several key appointments [B•T, Oct. 17]. In the B•T story, Geoffrey Wade Adv. was inadvertently referred to as Geoffrey Adv.

Radio Spot for Dromedary

DROMEDARY DATES, New York, announced last week that its radio spot campaign two weeks before Thanksgiving and two weeks before Christmas will cover 66 cities in 21 states and will employ 20 or more announcements per week for those two weeks [B•T, Oct. 10]. Lennen & Newell, New York, is agency.

each one is different

The job to be done determines the design to do it. Like different pairs of shears, each quality television station is shaped to the job it must do — the need it fills — the market it serves.

For television stations, Harrington, Righter and Parsons' representation has special meaning. Our only concern — to interpret and sell the unique design of each quality television station we represent.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

HEARST EXECUTIVE TRIES TO DEBUNK TV

Television is the American commercial counterpart of Russian roulette, according to H. James Gediman in address before Audit Bureau of Circulations. Arrows fly at tv's effectiveness, selling methods, rating services, spectaculars, etc.

TELEVISION was hauled to the woodshed last week and thrashed for alleged shortcomings as an advertising, entertainment and operating medium generally.

The woodshed was provided by the Audit Bureau of Circulations, holding its 41st annual meeting in Chicago, and the switch was administered by H. James Gediman, executive vice president of the *American Weekly* and *Puck*, the comic weekly. He spoke at a general session of the two-day meeting in the Drake Hotel Thursday.

To Mr. Gediman tv was the "American commercial counterpart of Russian roulette."

Gardner Cowles, president of the Register & Tribune Co. and Cowles Magazines Inc. and board chairman of the Cowles stations, took a considerably more tolerant view of the medium. Addressing the annual luncheon Thursday, Mr. Cowles foresaw a "golden decade for all media, all advertising and marketing services"—particularly for magazines and newspapers—for the next 10 years. Foreseeing more leisure time and spending power for consumers, he stated:

"Television will expand still more and possibly pre-empt a good share of the entertainment field—but in information, in solid news, in interpretation of news, in personality profiles, in discussion of ideas, in opinion, in science, in medicine, in child care, in religion—I believe the public will increasingly want the stability, the accuracy, the convenience, the more lasting permanence of the written word."

Cowles stations include KRNT-TV Des Moines, KVTV (TV) Sioux City, WNAX Yankton, S. D., WCCO-TV Minneapolis, and KTVH (TV) Hutchinson, Kan.

Mr. Gediman noted Audit Bureau 41 years ago introduced an "alphabet of fact and reason —our ABC's of communication and description." But in tv, he claimed, there is "almost nothing but the XYZ's, the unknown, the projected, the unofficial and unrestrained."

"The real villain of the print dip in the early 30's was not then, and never has been radio, or later tv, [it] was the depression," he asserted.

Mr. Gediman observed that "radio at its inception was a powerful enough medium not merely to survive but actually to flourish in a depression." He felt the aural medium was, "in many ways," more dramatic then than tv now in an era of commonplace miracles.

"Network tv's growth has been impressive and immediate like the radio cycle," Mr. Gediman conceded, "although television was not confronted with an economic depression. [There has been] a wholesale transfer of network radio billing to network tv, plus a thumping increase in total advertising expenditures."

Mr. Gediman asserted that while network television has capitalized on both circumstances, print media was the "beneficiary" of the "more important one"—total advertising investment.

• "About 90% of the national advertising that has been operative in these years of unprecedented progress has been in media other than network tv," he said.

Mr. Gediman claimed "the dollar volume of all advertising in newspapers alone was more than 100% greater than [that] on all tv and radio combined," and that the "100 leading national advertisers put $12 million more of their money into print in 1954 than into network radio and tv."

• "There are at least three different kinds of network tv and the extent of the differences among them is implicit in their time cost schedules."

Referring to class A, B and C time periods, Mr. Gediman suggested it is difficult to evaluate them without a procedure equivalent to the ABC. ("Class A embraces five hours, but the really desirable hours are the three beginning 8, 9 and 10 p.m. EST . . . now selling tv for these three hours . . . is at present like selling sex to sailors—but morning and afternoon network time is as available as whiskey at an American Legion convention.")

Mr. Gediman insisted that advertisers have only limited control over the "nature and size" of the network they buy because of a "sellers market" and must agree to take a "basic network of 54 stations, or whatever the minimum number may be, provided they can be cleared," thus getting a "number of stations you don't really want."

"The purchase of premium time commits you to the purchase of premium use of that time . . . is merely a sort of entrance fee."

Turning his guns on rating services, Mr. Gediman asserted, "There are not merely four rating services—there are four major kinds of ratings service."

Mr. Gediman charged that none is "industry-supervised" or subject to checks and balances by all parties (the medium, manufacturer and agent) but all are "private businesses . . . all out to please . . . the higher the rating, the more salable the service."

Mr. Gediman also scored the word "spectacular" as really meaning "expensive," and expressed doubt of sponsor association in the minds of viewers on some of the past programs. "Conditions are rampant in tv similar to those that preceded the foundation of the ABC . . . tv is getting too big to be without a system of weights and measures."

And yet, Mr. Gediman concluded in a charitable vein, "tv will find its place under the inexorable laws of the competitive market . . . tv serves a deep need, primarily for entertainment. . . ."

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

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KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

Armour Shifts Accounts In Agency Realignment

ARMOUR & Co., Chicago meat packer, has assigned a number of accounts previously handled by John W. Shaw Adv. to Foote, Cone & Belding and N. W. Ayer & Son [CLOSED CIRCUIT, Oct. 10; AT DEADLINE, Oct. 17]. The assignments were divided along edibles and laundry lines.

Foote, Cone & Belding, which handles Dial soap and shampoo for Armour Auxiliaries, adds Armour Suds, Perk granulated soap, Chiffon Flakes and a liquid detergent. Ayer gets the refinery products (lard and shortening), frosted meats, dairy, poultry and margarine products, supplementing the Dash dog food account.

Tatham-Laird, which handles smoked meats, hams and bacons, was not involved in the product realignment among agencies.

"SEE-PAY" TELEVISION!

2,770,528 People,

491,000 TV Sets

(As of July 1, '55)

in Kentucky and Indiana,

VIA

WAVE-TV CHANNEL 3 LOUISVILLE

Reaching As Many Families in Its Kentucky and Indiana Area As:

- *26 Daily Newspapers Combined!*
- *115 Weekly Newspapers Combined!*
- *12 Leading General Magazines Combined!*
- *16 Leading Farm Magazines Combined!*
- *14 Leading Women's Magazines Combined!*
- *All Home and Fashion Magazines Combined!*

Affiliated with NBC, ABC, DUMONT

NBC SPOT SALES

Exclusive National Representatives

Jacksonville, Florida . . . a City whose metropolitan area now has 363,000 residents. A city that has become the insurance center of the southeast; the industrial, financial and distribution capital of a vast southeastern area. Jacksonville has grown.

WJHP-TV
has grown too!

MORE . . . Spot Sales
MORE . . . Conversions
MORE . . . Satisfied Clients
MORE . . . Happy Viewers
MORE . . . Quality Programing

N B C AFFILIATE A B C

WJHP-TV
Channel 36
JACKSONVILLE, FLORIDA

Mulholland Urges New Formula for Buying

RADIO's place as "the largest potential mass audience advertising medium yet conceived," was described by a network executive to a group of advertising and agency representatives in Chicago last week.

The executive, John W. Mulholland, NBC Chicago tv spot sales manager, urged advertisers to abandon "the personal formula" for selecting programs, markets and methods and utilize all methods—audience research, merchandising and marketing—to ascertain the best broadcasting buys.

Mr. Mulholland addressed an advertising manager's workshop session of the Chicago Federated Adv. Club Tuesday evening. CFAC also explored tv production in a separate radio-television session marking the fourth week in its series of eight-week nightly clinics on various topics. The Women's Adv. Club of Chicago is co-sponsor with CFAC on the 1955 Advertising Workshop.

"The broadcast industry is now too complex and far-reaching to rely on the personal formula (personal contact and personal friendships with top broadcast media executives to deliver to them the best programs, the best announcements and the best buys)," Mr. Mulholland asserted. He suggested advertisers supply broadcasters "with enough accurate product distribution information so we then can accurately match the coverage either by radio, or television, or both."

As to radio, Mr. Mulholland noted announcements and programs pay off in different ways and are bought for different reasons, and "a good program buy is one which reaches the greatest number of the people whom you desire to reach."

Discussion of "Producing a Tv Show," either live or film, in different cities, was broached by a panel including Richard Johnson, NBC; Walter Colmes, Emerson Film Corp., and Les Weinrott, WBBM-TV Chicago.

'Kraft Tv Theatre' Sets $50,000 Award for Authors

KRAFT FOODS Co., Chicago, has established a $50,000 award for the author of the best original tv play produced on *Kraft Television Theatre* during the year ending Oct. 31, 1956.

Purpose of the award is to give proper recognition for distinguished achievement in the field of dramatic television writing, John McLaughlin, director of sales and advertising for Kraft, announced last week. "As sponsors of television's first full-hour dramatic show and of the oldest show in America's newest and greatest entertainment medium, we feel it particularly appropriate that Kraft recognize distinguished achievement by television dramatists," Mr. McLaughlin said.

Judges for the award will be Walter F. Kerr, drama critic *New York Herald-Tribune;* Helen Hayes, actress, and Maxwell Anderson, playwright. The Kraft tv show is on NBC-TV, Wednesday, 9-10 p.m. EDT.

GE Buys Holiday Parade

CBS-TV will present the "Thanksgiving Eve Parade of Lights," annual parade of Bamberger's Department Store in Newark, N. J., on Nov. 24 (6:15-6:54 p.m. EST) under the sponsorship of General Electric Co. This will mark the first time since 1931 that Bamberger's will stage the parade on Thanksgiving Eve instead of Thanksgiving Day. Unique feature of the two-mile parade is that many of its nine floats and 11 bands will be presented in "black lights." GE is sponsoring the special event on behalf of its lamp div., through BBDO, and its small appliance div., through Young & Rubicam.

LATEST RATINGS

NIELSEN

Top 10 Television Programs
Two Weeks Ending September 24, 1955
NUMBER OF TV HOMES REACHED

RANK	PROGRAM	HOMES (000)
1	64,000 Dollar Question (CBS)	19,302
2	Ford Star Jubilee (CBS)	15,667
3	Toast of the Town (CBS)	12,764
4	Disneyland (ABC)	12,363
5	Colgate Variety Hour (NBC)	12,190
6	Martha Raye Show (NBC)	11,687
7	Producers Showcase (NBC)	11,193
8	Climax (CBS)	11,001
9	Those Whiting Girls (Gen. Foods) (CBS)	10,906
10	Color Spread (NBC)	10,847

PER CENT OF TV HOMES REACHED
PROGRAM STATION BASIS

RANK	PROGRAM	HOMES %
1	64,000 Dollar Question (CBS)	60.3
2	Ford Star Jubilee (CBS)	48.7
3	Toast of the Town (CBS)	39.7
4	Martha Raye Show (NBC)	38.7
5	Disneyland (ABC)	38.3
6	Colgate Variety Hour (NBC)	37.3
7	Robt. Montgomery (Schick) (NBC)	35.8
8	Producers Showcase (NBC)	35.6
9	Climax (CBS)	35.5
10	Perry Como Show (NBC)	34.3

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PULSE

Top 20 Regularly Scheduled Once-a-Week Tv Shows

	Rating Sept.	Aug.
$64,000 Question (CBS)	57.7	40.6
Toast of the Town (CBS)	36.9	32.8
Best of Groucho (NBC)	29.6	23.5
Robert Montgomery (NBC)	28.7	20.3
Lux Video Theatre (NBC)	28.2	24.4
Dragnet (NBC)	27.6	29.8
Godfrey's Talent Scouts (CBS)	26.2	21.8
Medic (NBC)	26.2	
G. E. Theatre (CBS)	25.8	24.4
I've Got a Secret (CBS)	25.6	24.3
Ford Theatre (NBC)	25.3	22.4
Two for the Money (CBS)	24.7	23.4
Climax (CBS)	23.8	19.3
Front Row Center (CBS)	23.1	
Disneyland (ABC)	22.7	20.4
This Is Your Life (NBC)	22.7	25.2
Burns & Allen (CBS)	22.1	20.1
Stage 7 (CBS)	21.9	20.7
Person to Person (CBS)	21.7	
Four Star Playhouse (CBS)	20.8	19.7

Top 10 Regularly Scheduled Multi-Weeky Tv Shows

	Rating Sept.	Aug.
Howdy Doody (NBC)	11.8	10.9
Guiding Light (CBS)	11.3	11.2
Love of Life (CBS)	11.0	10.4
Pinky Lee (NBC)	10.9	9.9
Search for Tomorrow (CBS)	10.7	10.6
CBS News (CBS)	10.3	10.2
Big Payoff (CBS)	10.2	9.7
News Caravan (NBC)	10.1	9.5
Eddie Fisher (NBC)	9.5	
Julius LaRosa (CBS)	9.5	
Strike It Rich (CBS)	9.5	9.8

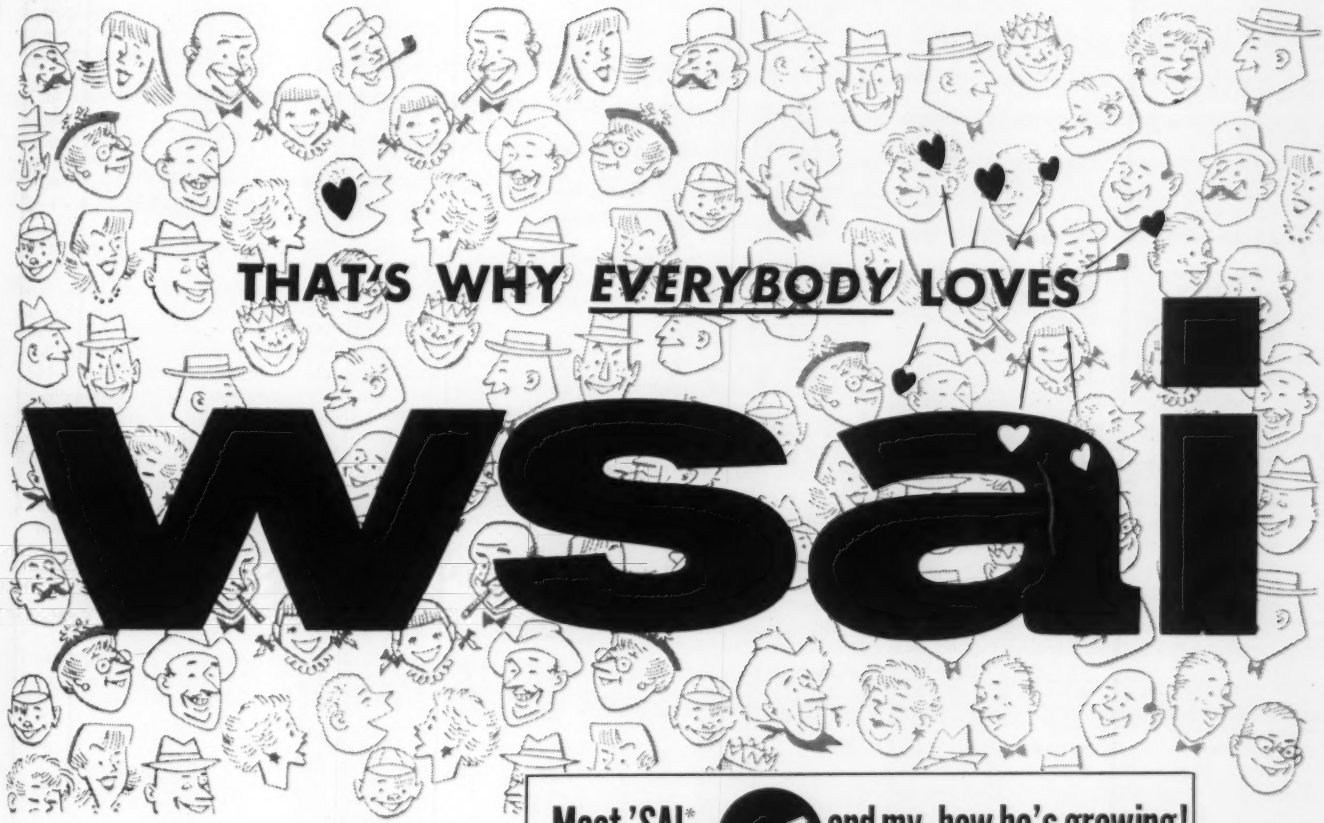
TRENDEX

Top 10 Ratings for Evening Network Television
Week of October 1-7

Rank	Program	Homes (%)
1.	The $64,000 Question (CBS)	45.2
2.	The Honeymooners (CBS)	37.2
3.	I Love Lucy (CBS)	33.3
4.	Your Hit Parade (NBC)	32.0
5.	The Ed Sullivan Show (CBS)	31.1
6.	The Bob Hope Show (NBC)	30.7
7.	You Bet Your Life (NBC)	30.0
8.	Red Skelton (CBS)	28.6
9.	I've Got a Secret (CBS)	27.0
10.	Max Liebman Presents (Heidi) (NBC)	26.3
11.	This Is Your Life (NBC)	26.3
Special Events:		
	World Series Oct. 1 (NBC)	29.8
	World Series Oct. 2 (NBC)	37.2

IN CINCINNATI . . .

EVERYBODY LOVES MUSIC, NEWS AND SPORTS!

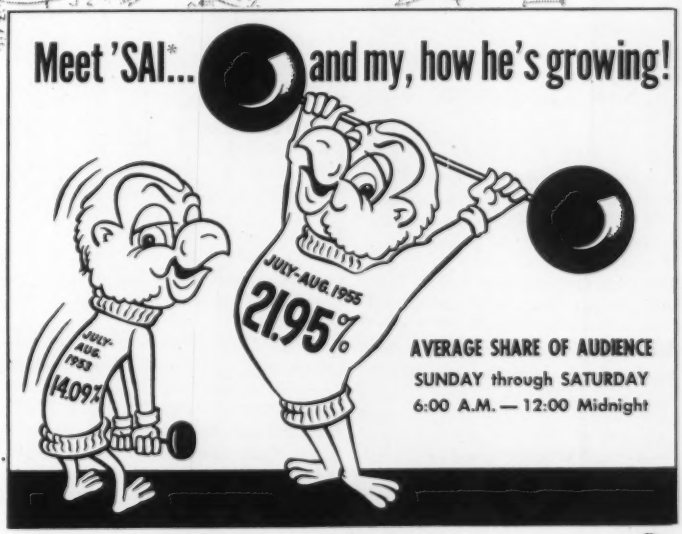


THAT'S WHY *EVERYBODY* LOVES

WSAI

NO DOUBT ABOUT the appeal of Music, News and Sports! And Cincinnati's *1st Station* for Music, News and Sports is WSAI-Radio!

IF YOU WANT the station with the confidence of *more* local merchants, with spectacular rating increases from sign-on to sign-off, and with Cincinnati's most popular air salesmen, you *must* buy the station that sells Cincinnatians—WSAI-Radio.



** Yes, 'SAI, our Weatherbird says, "There's always fair weather for bigger sales on WSAI-Radio!"*

wsai

SHERWOOD R. GORDON, PRESIDENT AND GENERAL MANAGER

National Representatives
for the new sound in Cincinnati
Weed & Company

THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING!

New Agency For Purex Bleach

PUREX Corp., Ltd., South Gate, Calif., has appointed Foote, Cone & Belding, Los Angeles, to handle its advertising for Purex Liquid Bleach, effective Jan. 1. Liquid Bleach was formerly handled by McCann-Erickson, Los Angeles, which resigned the account effective Dec. 31. Foote, Cone & Belding also handles the Purex Corp.'s other products.

Reed to Address Ad Course

VERGIL D. REED, vice president and associate director of research, J. Walter Thompson Co., New York, will speak before the advertising and selling course of the Advertising Club of New York today (Monday) on "Getting the Most Out of Market Research."

Westinghouse Promotion

FOR its campaign pre-selling the 1956 line of tv and radio receivers, Westinghouse Electric Corp.'s television-radio division plans to spend more than $2.5 million this fall, according to Robert M. Fichter, division's advertising and sales promotion manager. Various media to be used include Westinghouse-sponsored *Studio One* on CBS-TV and local radio advertising.

NETWORK NEW BUSINESS

Pharmaceuticals Inc., N. Y., will sponsor *Ted Mack and the Original Amateur Hour* on ABC-TV, Sunday, Oct. 30. Agency is Edward Kletter Assoc., N. Y.

NBC-TV's *Zoo Parade* (Sun., 3:30-4 p.m. EDT) began new season Oct. 6 with alternate sponsorship by American Chicle Co., and Mutual of Omaha. Agency for American Chicle is Ted Bates Inc., N. Y., and Mutual's agency is Bozell & Jacobs, Omaha.

Curtiss Candy Co. (Baby Ruth, Butterfingers candy), Chicago, buys co-sponsorship with General Mills, Minneapolis, of *Tales of the Texas Rangers* on 64 CBS-TV stations, Sat., 11:30 a.m. EST, starting Oct. 29. Agency for Curtiss is C. L. Miller Co.; for General Mills, Tatham-Laird Inc.

Monsanto Chemical Co.'s plastics division will sponsor four special pre-Christmas telecasts of CBS-TV's *Winky Dink and You,* Saturdays, Dec. 10 and 17, 10:30-11 a.m. EST, and Sundays, Dec. 11 and 18, 12-12:30 p.m. EST.

Extensive advertising campaign on radio, television and in the printed media will be launched on behalf of RCA's newly introduced "Silverama" aluminized television picture tube, it was announced by Harold S. Stamm, manager of advertising and sales promotion, RCA Tube Div. Spot announcements on behalf of the tube will be carried on NBC Radio's *Fibber McGee and Molly* and *Monitor* programs. The new tube also will be highlighted on the RCA-sponsored *Producer's Showcase* color spectacular and the *Milton Berle-Martha Raye* shows on NBC-TV.

AGENCY APPOINTMENTS

Revlon Products Corp. names Emil Mogul Co., N. Y., for Silken-Net hair spray, Aquamarine shampoo and an unnamed product.

Fred Astaire Dance Studios Corp. appoints Al Paul Lefton Co., N. Y.

Harger-Haldeman Co., said to be largest Chrysler-Plymouth dealer in U. S., appoints Warwick & Legler, Los Angeles, to handle its advertising.

Canandaigua Industries Inc. (Wild Irish Rose wine), Canandaigua, N. Y., appoints Hutchins Adv. Co., Rochester, N. Y. Media to be used: radio, newspapers, tv. Stuart J. Rice is account executive.

G. F. Heublein & Bros., Hartford, Conn., appoints Joseph Katz Co., Baltimore, Md., for Heublein's Vatted Vermouths and BW Whiskey.

Jose Escalante & Co. (Corona cigars), **John B. Canepa Co.** (Red Cross macaroni) and **Terminal Radio International Ltd.** (export div. of Precision Radiation Instruments) have appointed Weiss & Geller, Chicago.

Parks Sausage Co. (country sausage), **Montebello Liquors Inc.** (Dairy Maid Old-Fashioned egg nog) and **Pompeian Olive Oil Corp.** (spaghetti sauce mix), all Baltimore, appoint Applestein, Levinstein & Golnick, same city. Radio-tv will be used.

American Chemical Paint Co., Metal-Working Chemicals Div., names Gray & Rogers, Phila. G&R also handles ACP's American Chemicals Div.

I.D.E.A. Inc., Indianapolis, Ind., manufacturer of Regency all transistor pocket radio and Monitoradio emergency communications receivers, appoints LaGrange & Garrison Inc., same city.

Sioux Steel Co., Sioux Falls, S. D., reappoints Lessing Adv. Inc. of Des Moines, effective Oct. 1. Ed LaGrave Jr. will again service the account.

Virginia State Apple Commission appoints Cabell Eanes Inc. of Richmond, Va.

THOSE PRECIOUS SECONDS

INEFFECTIVE commercials are causing more and more viewers to snap off their tv sets, Earle Ludgin told the AAAA Central Region meeting in Chicago (see story, page 29). In his address, condensed herewith, the board chairman of Earle Ludgin & Co. offered some suggestions on the makeup of commercials so as to counteract audience apathy.

THOSE fleeting seconds of commercials are *precious* seconds.

First of all, when you buy a 60 second spot, by the odd mathematics of the tv industry, you don't get 60 seconds on the air. You get 58 seconds. Or to be exact, you film for 58 seconds audio and 60 seconds visual.

30 seconds are actually 28 seconds. 20 seconds come down to 18 seconds. And 10 seconds are literally 8 seconds of picture and 6 seconds of sound track.

So you have a fair deduction before you begin, just the reverse of the baker's dozen.

The next problem is that there are too doggoned many commercials on the air. As far as I'm concerned, I'd be happy to have the networks cut out the programs entirely and just run the commercials. That's all I'm really interested in. I'd be glad to see what other people are doing with commercials and the programs are just a series of interruptions.

MR. LUDGIN

Or do you suppose the networks and local stations heard me and decided to give me just what I asked for? Watching a spectacular the other night, the network announcer stated: "And now a brief pause while our stations identify themselves." My station identified a dog food, a beer and something I've forgotten. Two 20-second commercials and one 10-second I.D.

I'm not complaining. I just think that the greatest case for pay television is before our eyes every time we look.

I have in the past spent a great deal of time discussing "The Fatigue of Believability." It seemed to me that the conflicting claims made for similar products, the exaggerated reference to minor differences, weaken belief not just in the offending commercials, but in *all* advertising.

People are turning their minds off as our commercials appear. And we've got to turn them back on again.

Since these are the conditions that prevail, it means that we in agencies have to lavish more care, more patience and more ingenuity than ever—just to get heard and seen. If your commercial is going to be one of three in a row (as it often is) it has to invite attention and hold it.

Luckily, a great many commercials do. And they sell merchandise, in a way that makes the cost of time and cost of production, high as they are, a good investment.

The one quality that I think pays off best in commercials is unexpectedness.

If a viewer doesn't know what is coming next, his attention is more easily gained and more firmly held.

If a commercial can entertain while it sells, so much the better. But no part of the sell must be lost to entertainment.

Let me illustrate with some commercials of our own.

First, three films produced in Europe for Helene Curtis Spray Net. They are called "Holiday in London," "Holiday in Rome" and "Holiday in Paris." Against the romantic backgrounds of these enchanting cities, we sell Helene Curtis Spray Net in every frame. Even a rainy day in Paris was put to good service.

Another client, W. F. McLaughlin & Co., is one of the important coffee roasters in this area. They operate regionally, and it was our job to introduce an instant coffee for them, against considerable competition from national brands. The chains resisted a new instant. We had to get consumer demand and get it quick.

Probably you've seen McLaughlin commercials. If so, they won't seem as unexpected to you as they did a year or so ago when we first used them. They have no actors—no repayment fees—and they are a type of animation which had never been done before.

They got us demand in an amazingly short time.

Another group, I hope familiar to you, appeared on *What's My Line?*

As you see them, consider for a moment that advertising a deodorant is a delicate assignment. *What's My Line?* on Sunday night is a family show. We want to sell effectively, but we want to do so with good taste and discretion. And we try to change the format fairly frequently.

A&A SHORTS

Harold Kirsch Co., adv., St. Louis, is opening offices in Greater Miami, Fla., area. New building is now under construction in Miami Shores, says Harold Kirsch, president, who is now residing there.

Lowe & Hall Adv., Greenville, S. C., recently elected to Affiliated Advertising Agencies Network, has opened new office in Asheville, N. C., at 19 Biltmore Plaza Ofc. Bldg. **Ray A. Ferguson** of Tryon, N. C., goes to Asheville as manager and account executive.

Joseph Pedott, formerly partner in Pedott & Peters, announces formation of own independent advertising agency, with headquarters at 20 N. Wacker Dr., Chicago 6. Organization will be known as Joseph Pedott Adv. Agency, with research and public relations departments.

M. M. Fisher Assoc., Chicago advertising agency, announces move from 134 N. La Salle St. to new and larger quarters at 79 W. Monroe St. Tel.: Central 6-6226.

Victor A. Bennett Co., advertising and public relations, will move from its present offices to larger quarters at 6 East 45th St., N. Y. The firm will occupy the entire 10th floor at the new location, doubling the space of its present offices. Among the accounts the agency handles is the Longines-Wittnauer Watch Co.

Limoges Lumber Co., Lewiston, Me., with promotion conducted exclusively on WLAM Lewiston, won honorable mention and cash prize in nationwide *American Builder* magazine contest. Lumber company and cooperating sponsors, furnishings, plumbing, etc., bought spot packages on WLAM to promote open house at Limoges model home during National Home Week, Sept. 11-17. Advertising drew estimated 2,000 home shoppers.

Brisacher, Wheeler & Staff is adding a third story to its headquarters in San Francisco with completion date expected March 1. Additional 4,000 sq. ft. of office space will be devoted to copy, food merchandising and radio-tv production departments.

Lucius H. Coleman, partner of Rubel & Coleman, N. Y., certified public accountants, appointed fiscal advisor to the League of Advertising Agencies Inc., league officials announced last week. CPA firm specializies in agency accounting and management problems.

A&A PEOPLE

Arthur M. Arlett, vice president and senior account executive, West-Marquis Inc., L. A. office, named manager of agency's San Francisco office, effective first of next month. Mr. Arlett has been with West-Marquis 10 years.

MR. ARLETT

Walter C. Chamberlain appointed vice president and contact supervisor, Young & Rubicam, Detroit, effective Nov. 1. Mr. Chamberlain has been with the agency since 1946 as N. Y. account executive.

John Case, in charge of sales planning, Vick International, and **Joseph Elliff,** assistant brand manager with Toni Co., to contact department, Young & Rubicam. Transferees to contact department are **S. Brady Brown,** traffic, and **John Hatheway,** research.

Arthur W. Cowles, vice president and account executive, Henri, Hurst & McDonald Inc., Chicago agency, appointed to similar position, Marsteller, Rickard, Gebhardt & Reed, same city.

Edwin G. Foreman Jr., vice president and general manager, Al Paul Lefton Co., Chicago office, announced resignation, effective Oct. 20.

Roger M. Shea, WTTG (TV) Washington and WUSN-TV Charleston, S. C., producer-director, to Gordon Schonfarber & Assoc. adv., Providence, R. I., as radio-television director. He directed network productions in Washington, including award-winning *Georgetown University Forum* and White House newscasts.

MR. SHEA

Helen Black, Albright Assoc., N. Y., rejoins Weiss & Geller, New York, as media buyer.

Bruce Bryan, Advertising Specialty National Assn., Washington, to Kal, Ehrlich & Merrick adv., same city, as public relations director. He directed public relations for Washington Board of Trade until March, 1955.

Milton Hufflin Jr., general manager, Saks Fifth Ave., White Plains, N. Y., to Grey Adv., N. Y., as account executive.

Barbara Barrett, KMMJ Grand Island, Neb., continuity director, to Buchanan-Thomas Adv. Co., Omaha, as specialist in homemaker programs.

George Janda, tv copywriter, Leo Burnett Co., Chicago, to Grant Adv. Inc., same city, in copywriting capacity.

Herbert H. Rabke, comptroller, J. D. Tarcher & Co., for more than 20 years, to Harry B. Cohen Co., N. Y., in same position.

Ted Goodman, former Air Force public information officer, to Lennen & Newell, N. Y., in copy department.

Philip Feld, Shamus Coulahane, N. Y., film producers, to Ruthrauff & Ryan, N. Y., as film producer in radio-tv department.

Ray Huhta, Ruthrauff & Ryan, N. Y., to media department, Grey Adv., N. Y., as group head.

Norris Konheim, associate group supervisor, Kenyon & Eckhardt, N. Y., also to Grey, same city, as a copy group head. He will supervise national accounts.

Norman Bradford, Atherton & Currier, N. Y., to Product Services, N .Y., as creative director.

Merriom Pike appointed merchandising and publicity director of Lanolin Plus Inc., Chicago.

Frank J. Dvorak, attorney-c.p.a., to Salerno-Megowen Biscuit Co., Chicago.

George E. Hansen named manager of new Phoenix office of Alex Struthers & Co., Las Vegas.

Benjamin A. Colarossi, Biow-Beirn-Toigo, N. Y., to Geyer Adv. there, as tv art director.

ON AIR

Advance Schedule Of Network Color Shows

CBS-TV

Oct. 25 (9:30-10 p.m. NYT) *Red Skelton Show,* S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 1, 8, 15, 22 and 29).

Oct. 29 (7-7:30 p.m. NYT) *Gene Autry Show,* William Wrigley Jr. Co. through Ruthrauff & Ryan (also Nov. 5, 12, 19 and 26).

Nov. 3 (8:30-9:30 p.m. EST) *Shower of Stars,* Chrysler Corp. through McCann-Erickson.

Nov. 4 (8-8:30 p.m. EST) *Mama,* General Foods through Benton & Bowles.

Nov. 6 (5-6:30 p.m. EST) *Omnibus,* inserts, Scott Paper Co. and Aluminum Ltd. of Canada through J. Walter Thompson (also Nov. 13).

Nov. 10 (8:30-9:30 p.m. EST) *Climax,* Chrysler Corp. through McCann-Erickson (also Nov. 24).

NBC-TV

Oct. 24-28 (5:30-6 p.m. NYT) *Howdy Doody,* participating sponsors (also Oct. 31-Nov. 4, Nov. 7-11, Nov. 14-18).

Oct. 25 (7-8:55 a.m. EDT) *Today,* insert from Greenfield Village, Dearborn, Mich. Participating sponsors. Also pickups in color Oct. 28, Nov. 9.

Oct. 25 (11 a.m.-noon EDT) *Home,* insert from Greenfield Village. Participating Sponsors. Also pickups in color Oct. 28, Nov. 3, Nov. 9.

Oct. 28 (7-8:55 a.m. EDT) *Today,* insert from Ann Arbor, Mich. Participating sponsors.

Oct. 28 (11 a.m.-noon EDT) *Home,* insert from Ann Arbor. Participating sponsors.

Oct. 29 (2:15-5 p.m. EDT) NCAA Football, Iowa vs. Michigan. Participating Sponsors.

Oct. 31-Nov. 4 (3-4 p.m. NYT) *Matinee,* participating sponsors (also Nov. 10-11, Nov. 14-18).

Nov. 5 (9-10:30 p.m. EST) *Max Liebman Presents,* "The Great Waltz," Oldsmobile through D. P. Brothers.

Nov. 6 (7:30-9 p.m. EST) *Sunday Spectacular,* "Constant Husband," participating sponsors.

Nov. 8 (8-9 p.m. EST) *Milton Berle Show,* Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Nov. 13 (4-5:30 p.m. EST) *Wide Wide World,* insert from Wright Patterson plant.

[Note: This schedule will be corrected to press time of each issue of B•T]

HOW MUCH DO RADIO SALESMEN MAKE?

NARTB releases Part II of Radio Wage Survey, covering sales managers and salesmen. Nationwide weekly average: $161 and $112, respectively.

NARTB last week mailed to member stations Part II of the association's Radio Wage Survey, a comprehensive study of wages, methods of compensation and commission rates for the two key sales jobs in the radio broadcasting industry—sales manager and salesman.

Charles H. Tower, NARTB employer-employe relations manager, said the survey is the second part of a three-part study covering all the key jobs in radio.

Mr. Tower said the study showed the average gross weekly wages on a nationwide basis for sales managers and salesmen to be $161 and $112, respectively. The size of the city in which a radio station is located seems to be the most important factor in determining the wage, Mr. Tower said (Table I) .

The average weekly wage for a sales manager runs from $235.59 in cities of over 2½ million population to $107.51 in cities of less than 10,000 people, Mr. Tower said. The corresponding range in wages for a salesman is $140.62 to $81.51.

The geographical region where the station is located is of secondary importance in determining wage levels, Mr. Tower said (Table II). Highest paying for both sales jobs is the North Central Region (average $149.85 and $113.38, respectively). Lowest for sales managers is the Northeast (average $137.50) while the South Central region is the lowest for salesmen (93.04). Cities with more than 1 million population are not reflected in these regional figures, however, since there is a significant variation from one region to another in the number of such cities.

On a nationwide basis, the most common method used by stations to compensate sales managers is on a salary basis, Mr. Tower said. On the other hand, the most common way of compensating salesmen is by salary plus commission, he said (Table III.)

While actual commission rates vary enormously for both sales managers and salesmen, Mr. Tower said, about half the stations using a straight commission method of compensation pay a rate of 15%. The most common method for stations using a salary-plus-commission plan is a percentage of gross sales above a specified quota.

TABLE I

City-size wage comparison—sales managers and salesmen in radio broadcasting, February 1955*

(Average gross weekly wages)

Population	Sales Manager	Salesman
Over 2½ million	$235.59	$140.62
1-2½ million	222.68	134.80
500,000-999,999	183.60	122.70
250,000-499,999	162.28	113.14
100,000-249,999	155.92	105.67
50,000-99,999	123.10	98.00
25,000-49,999	136.40	99.57
10,000-24,999	122.42	92.70
Below 10,000	107.51	81.51

*Based on population of standard metropolitan areas, January 1, 1955 (Sales Management, *Survey of Buying Power*)

TABLE II

Regional wage comparison—sales managers and salesmen in radio broadcasting, February 1955*

(Average gross weekly wages)

Region	Sales Manager	Salesman
North Central	$149.85	$113.38
Southeast	148.19	101.83
Mountain Pacific	146.56	100.84
South Central	138.07	93.04
Northeast	137.50	96.90

*Excludes cities of 1 million or more population.

TABLE III

Methods of compensating sales jobs in radio broadcasting, February 1955. (Nationwide)

Per cent of stations using the following methods:

Sales Jobs	Straight Salary	Straight Commission	Salary plus Commission	Draw against Commission	Other Methods
Sales Manager	39.0%	14.8%	32.7%	4.7%	8.8%
Salesman	17.7%	29.2%	35.7%	15.2%	2.2%

NEW YORK MEET FEATURES DISCUSSION ON MARKETS

Conducted by Radio and Television Executives Society, two media men discuss questions that a sound advertising plan must answer and value of Nielsen Food and Drug Index.

OPENING session of the 1955-56 Timebuying and Selling Seminar in New York last Tuesday was devoted to a discussion on markets, with the emphasis on most effective means of using broadcasting to reach the market for a particular client's product. This is the second year that the Radio and Television Executives Society has conducted such a seminar.

Harold H. Dobbersteen, vice president and director of media, Bryan Houston Inc., New York, stressed that a sound advertising plan must consider these questions: Whom are we trying to sell? What are we going to say? Where are they located? When are we going to reach them? How much is it going to cost?

A study of markets, Mr. Dobbersteen continued, can provide information on how much is being spent for a product in a particular region; seasonal considerations; distribution and dealer strength; composition of population with respect to sex, age and buying power, among other factors. Armed with this data, Mr. Dobbersteen said, an agency can proceed with a more satisfactory advertising program.

Mr. Dobbersteen noted that radio again proved itself as a vital medium of communications during the floods in the New York-New England area over the weekend of Oct. 15-16. In dramatic fashion, he said, radio's power was demonstrated to the many flood-bound advertising agency executives residing in the Fairfield County area of Connecticut, who "literally lived by radio." It was through radio, he observed, that the emergency functions of the police and other community agencies were fulfilled. He asserted that advertising will support radio when the medium fits the need.

Eugene Pettersen, vice president of the A. C. Nielsen Co., Food and Drug Div., described the value of the Nielsen Food and Drug Index as aids to the performance of marketing function by an advertising agency or an advertiser. This service, he said, provides a subscriber with such marketing data as consumer sales for all brands, including the subscriber's; consumer sales versus factory sales; location of markets and competitive position; sales by county sizes, and seasonal characteristics of consumer sales and advertising.

Though the Food and Drug Index is designed to assist top-level administrative and sales personnel as well as advertising executives, Mr. Pettersen continued, its value in the advertising function is in providing marketing information that will assist in planning a campaign that will be both effective and economical.

Head Named President Of Newly-Formed Group

FIRST president of the newly formed Assn. for Professional Broadcasting Education (APBE) is Dr. Sydney Head, radio-tv director for the U. of Miami, Coral Gables, Fla. Dr. Head and other officers were named at the first meeting of APBE's 10-man board of directors Oct. 11-12 at Chicago.

Other officers elected were vice president, Rex Howell, KFXJ-AM-TV Grand Junction, Colo., and secretary-treasurer, Russell Porter, U. of Denver, Denver, Colo.

The new organization is designed to serve as a cross section representation of industry and education, according to Frederick H. Garrigus, NARTB manager of organizational services.

Other directors, besides the officers are:

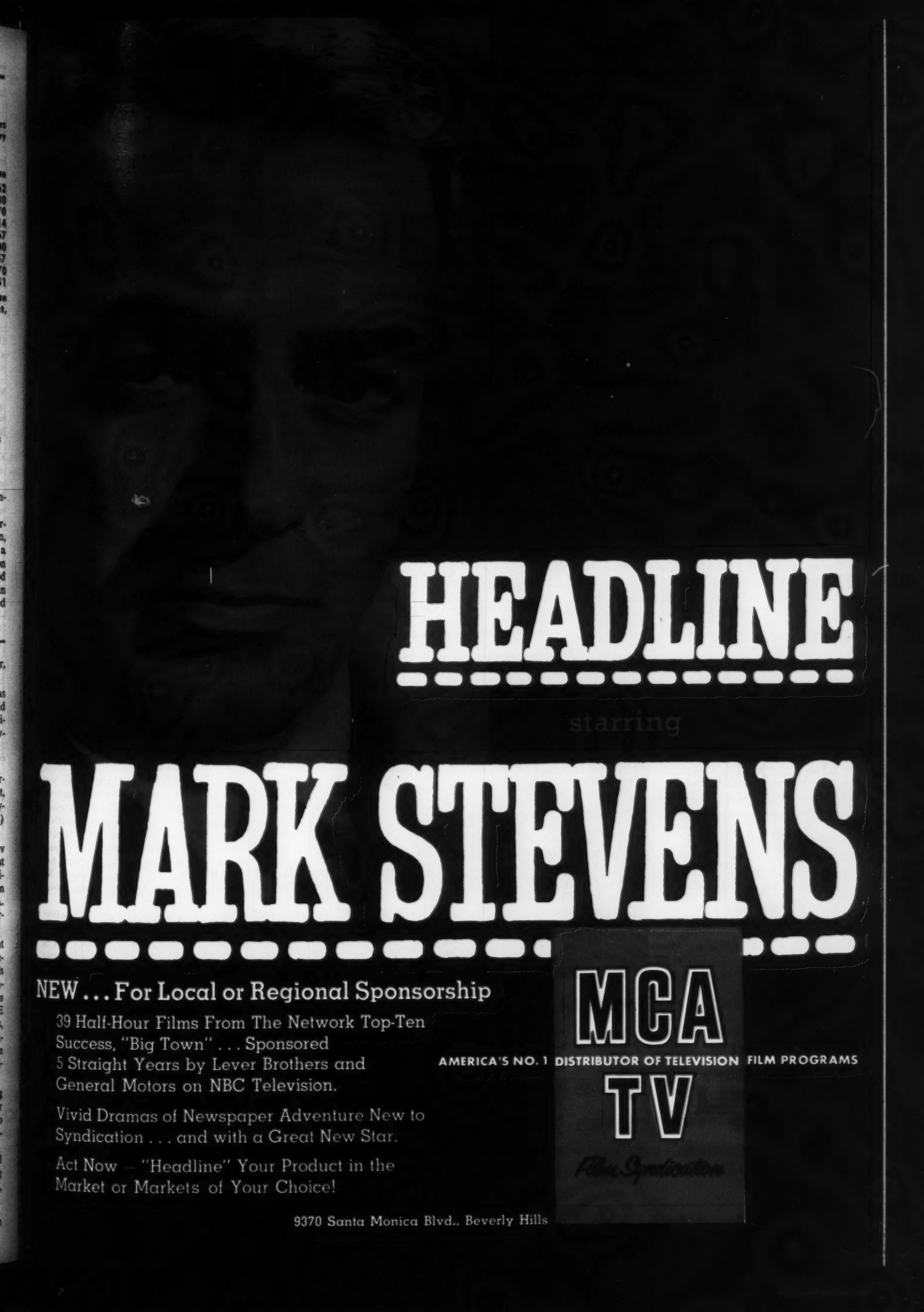
NARTB—Herbert Krueger, WTAG Worcester, Mass.; Lester W. Lindow, WFDF Flint, Mich.; Robert J. McAndrews, KBIG Hollywood, Calif., and Lee Ruwitch, WTVJ (TV) Miami, Fla.

Education—Dr. Robert Crawford, radio-tv education director, Michigan State U., East Lansing; Dr. Kenneth Harwood, telecommunications department chairman, U. of Southern California, Los Angeles and Prof. Leo A. Martin, communications arts division chairman, Boston U., Boston.

The board agreed on two plans to implement a better and more practical relationship between educators in the radio-tv training fields and commercial broadcasters: (1) establishment of an employment exchange to serve as a clearing house for graduates from APBE member schools and NARTB member stations, and (2) sponsorship of a Journal of Broadcasting (probably on a quarterly basis), to provide an outlet for studies of all aspects on broadcasting.

NARTB's representative presented a working plan for exchange of its published material for the use of member colleges and universities to keep them alert to the broadcasting industry's current problems and practices.

Inquiries on membership applications should be sent to Assn. for Professional Broadcasting Education, 1771 N St., N. W., Washington 6, D. C.


HEADLINE
starring
MARK STEVENS
NEW . . . For Local or Regional Sponsorship
39 Half-Hour Films From The Network Top-Ten Success, "Big Town" . . . Sponsored 5 Straight Years by Lever Brothers and General Motors on NBC Television.
Vivid Dramas of Newspaper Adventure New to Syndication . . . and with a Great New Star.
Act Now — "Headline" Your Product in the Market or Markets of Your Choice!
MCA TV
AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS
Film Syndication
9370 Santa Monica Blvd., Beverly Hills

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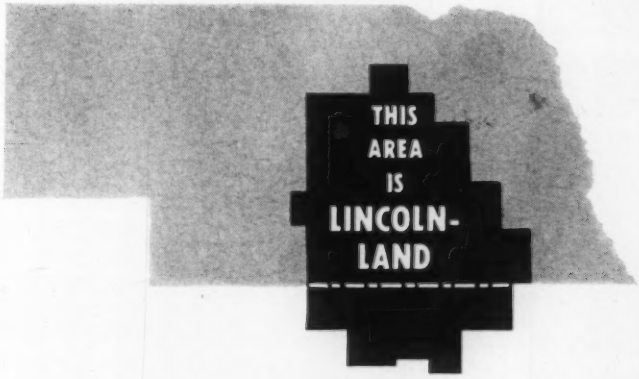
WAPI Birmingham

Represented by John Blair & Co.
Southeast, Harry Cummings

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



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SATURDAY:	1:00— 5:00 P.M.	16.4	4.2	5.5	2.4
	5:00—11:00 P.M.	19.1	9.7	8.6	3.6
TOTAL:	1:00— 5:00 P.M.	12.3	4.6	6.2	2.4
	5:00—11:00 P.M.	19.9	8.5	9.2	3.4

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CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

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AM – TV – FM

The Fetzer Stations

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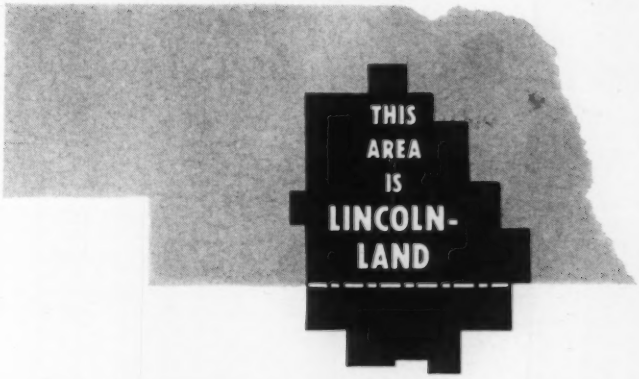

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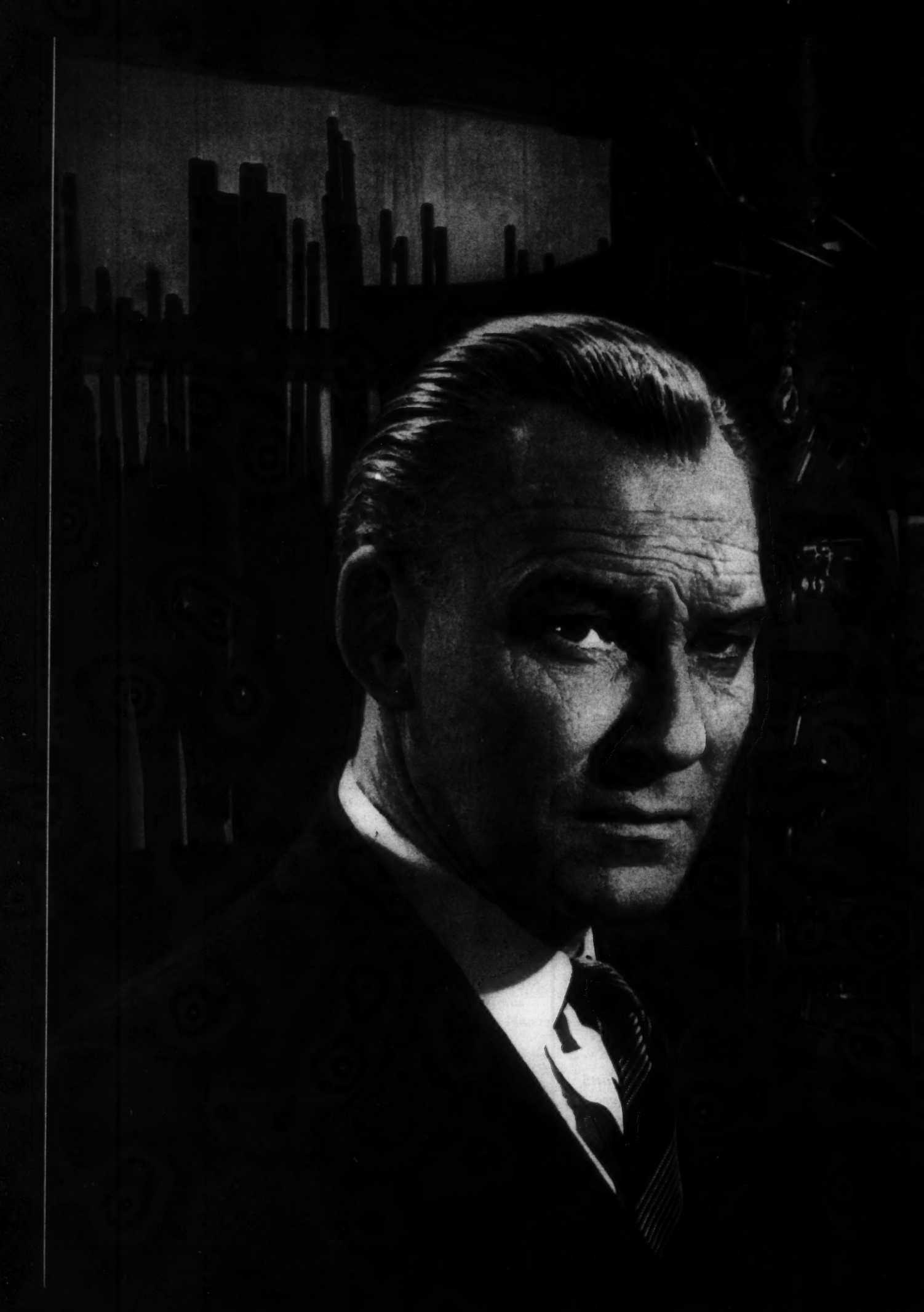


FORMIDABLE!

...is the word for Inspector Fabian of Scotland Yard (played by Bruce Seton), who has faced and foiled many a desperado in his career.

Equally formidable is the new syndicated film series, *Fabian of Scotland Yard,* which dramatizes Fabian's most exciting cases...and piles up big viewing audiences wherever it runs. Top-rated in its time period in such areas as Detroit, Salt Lake City, Syracuse and Milwaukee,* it became the *highest-rated syndicated film series in Milwaukee television within the space of four months!*

And in Ontario, where Inspector Fabian himself made a thirty-day speaking tour for his sponsor (he'll do the same for you, if you like!), Molson's Brewery chortled: "He greatly stimulated our sales. His appearance was nothing less than a personal triumph, from which we derived full benefit!"

Fabian of Scotland Yard—which Radio-Television Daily reviewed as "far superior"—can help you unravel your knottiest sales problems. To get down to cases, call us for details and a private eyeful.

CBS TELEVISION FILM SALES, INC.

New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit, St. Louis. In Canada: S.W. Caldwell, Ltd.

*Latest Telepulse

made by: on Radio Day—John F. Meagher, vice president for radio; A. Prose Walker, engineering manager; Charles H. Tower, employer-employe relations manager; on Association Day—Harold E. Fellows, NARTB president, luncheon address; Joseph M. Sitrick, publicity and informational services manager; Vincent T. Wasilewski, government relations manager; on Tv Day—Thad H. Brown Jr., vice president for television; Edward H. Bronson, tv code affairs director, and Mr. Tower.

Host director for the Region 8 conference is William B. Pabst, KFRC San Francisco, Dist. 15 director. Other NARTB Radio Board members in Region 8 are Mr. Brown of KPOJ Portland, Dist. 17 director; H Quenton Cox, KQFM (FM) Portland, director at large for fm stations; Calvin J. Smith, KFAC Los Angeles, Dist. 16 director.

Paul Raibourn, KTLA (TV) Los Angeles, is the tv director from Region 8.

NARTB last week also announced the agenda for the Region 7 Conference, sixth in a series of eight fall meetings, scheduled for Tuesday-Thursday, Nov. 1-3, at the Broadmoor Hotel, Colorado Springs, Colo. Region 7 encompasses NARTB District 14 (Colo., Idaho, Mont., Utah, Wyo., western South Dakota).

Guest speakers on Tuesday (Radio Day) will be Jack Timmons, KWKH Shreveport, and Worth Kramer, WJR Detroit; on Wednesday (Association Day), Walter E. Wagstaff, KIDO Boise, Idaho, District 14 director and host for the meeting; FCC Comr. Robert T. Bartley; on Thursday (Television Day), Sheldon Peterson, KLZ-TV Denver; Herbert A. Carlborg, CBS New York; D. Lennox Murdoch, KSL-TV Salt Lake City; Messrs. Treyz and Cash, of TvB, and Campbell Arnoux, WTAR-TV Norfolk, Va.

RTES to Honor Goldwyn

THE Radio-Television Executives Society will honor Samuel Goldwyn, motion picture producer, at a luncheon tomorrow (Tuesday) at the Hotel Roosevelt in New York. Mr. Goldwyn will be interviewed by Edward R. Murrow of CBS.

KINTNER TO ADDRESS 46TH ANA MEETING

ABC president will represent radio-tv in Nov. 1 advertising panel at Oct. 31-Nov. 2 Assn. of National Advertisers convention in New York. Ad Council's Theodore Repplier will evaluate U. S. propaganda.

RADIO-TV's contributions in helping to achieve more productive advertising will be outlined by Robert E. Kintner, ABC president, at a Nov. 1 session of the 46th annual meeting of the Assn. of National Advertisers which meets Oct. 31-Nov. 2 at the Hotel Plaza in New York.

Mr. Kintner will represent radio and television on a panel of leaders from the newspaper, magazine and outdoor advertising fields, who will summarize the efforts of the various media in meeting the session's theme of "Creative Marketing—How It Can Make Your Advertising More Productive." The session will be preceded by the first showing of a film of the joint ANA-AAAA Committee, titled "The Challenge to America," which dramatizes the economic function of creative marketing and spotlights the constructive role of advertising in American life. Mr. Kintner and other executives will enumerate the steps their media have taken to meet the challenge.

A highlight of the convention will be a luncheon talk Nov. 2 by Theodore Repplier, president of The Advertising Council, on "The Idea War—Are We Losing It?" Mr. Repplier, who recently completed a six-month, round-the-world study of the communist propaganda system, will make the point that the communist regime is outstripping the U. S. in organization and in the use of advertising techniques in its worldwide propaganda program. Mr. Repplier also will provide a brief evaluation of American propaganda efforts.

A panel discussion Nov. 2 of new developments in advertising research will present William A. Hart, president of the Advertising Research Foundation; Fred Manchee, vice president of BBDO and ARF chairman, and Sherwood Dodge, vice president of Foote, Cone & Belding. Also that day, Gilbert H. Weil, ANA general counsel, will offer an appraisal of the Justice Dept.'s complaint against various advertising media associations.

Other executives who will speak at various ANA panel sessions are Russell H. Colley, consultant to the ANA Advertising Management Committee; J. C. (Larry) Doyle, sales and marketing manager, special products, Ford Motor Co., and Stuart Peabody, assistant vice president Borden Co., and chairman of The Advertising Council.

The ANA business session and annual elections will be held during the Oct. 31 luncheon.

The association's annual reception, dinner and entertainment is scheduled for Nov. 1. Entertainment program is being arranged by CBS Radio and CBS-TV.

A pre-meeting for ANA members will be held at the Plaza on Oct. 30 at 6 p.m. Television receivers will be installed in the White & Gold Suite of the hotel through the courtesy of RCA.

Program arrangements were made by the ANA Program Committee, of which Don Frost, vice president in charge of advertising for Bristol-Myers Co., is chairman.

RECIPIENTS of awards for "effective and creative radio advertising copy" at radio advertising Bureau's National Radio Advertising Clinic in New York [B•T, Oct. 17] were (l to r): seated, Harold A. Richmond, Metropolitan Life Insurance Co.; A. J. Housman, National Carbon Co. (Eveready flashlights); Charles Beacham, Ford Motor Co.; standing, W. L. Rusher, Esso Standard Oil Co.; Donald R. Dugan, American Tobacco Co.; Harold Masterson, Piel Bros.; Kevin B. Sweeney, president of RAB, which presented the awards, and Richard F. Goebel, Nestle Co. Coca-Cola Co. also received an award.

Hurley, Morris Head Independents' Group

JOHN J. HURLEY, WNEB Worcester, Mass., was elected chairman and David H. Morris, KNUZ Houston, Tex., was named vice chairman of the Assn. of Independent Metropolitan Stations for 1955-56 at its fall meeting in Chicago last week. They succeed Robert D. Enoch, WXLW Indianapolis, and Charles W. Balthrope, KITE San Antonio.

Radio's changing patterns were explored during a two-day session in the Edgewater Beach Hotel Oct. 19-20. Other phases of independent station operation, particularly in heavily saturated metropolitan tv markets, were aired. A spring meeting has been set for San Francisco.

AIMS also reported the addition of KXOL Fort Worth, WBNY Buffalo and WRIT Milwaukee as new members. Its total membership is now 35 stations, according to Mr. Enoch.

Closed Circuit on Agenda Of Community Tv Meeting

THE subject of closed circuit operations for community television systems will be one of the key topics discussed at the second annual Western Regional Conference and Trade Show of the National Community Television Assn. in Colorado Springs Oct. 25-26.

Meeting will hear Paul McAdam, Livingston, Mont., chairman of the NCTA closed circuit committee, tell how antenna systems can be used for program originations, production and technical problems, revenue possibilities and legal implications.

Other subjects scheduled to be discussed are the new business practices code, tv satellites and boosters, taxes, public relations, advertising and promotion, use of microwaves, radiation control, etc.

Seventeen manufacturers are scheduled to exhibit wares to NCTA members at this meeting.

IMPACT RADIO ROLLS IN THE GREAT SOUTHWEST

Because of Shows Like These:

LIVE TEXAS MUSIC FROM OUR STUDIOS

The "Cedar Ridge Boys" bring toe-tapping tunes, instrumentals and vocals . . . with plenty of friendly chatter to WBAP listeners. Here's a Texas musical show that's tops with everyone! Twice daily, 8:30 to 9:00 A.M. and 12:30 to 1:00 P.M. Contact your Free and Peters man.

DOROTHY KILGALLEN AND RICHARD KOLLMAR

"Dorothy and Dick"—with informal, neighborly half hour visits designed to please ladies of every age, 1:00 to 1:30 P.M. daily. Miss Kilgallen's popular newspaper column is carried in the Fort Worth Star-Telegram, with the largest circulation in Texas. Contact your Free and Peters man.

HERE'S HOW NBC "MONITOR" STACKED UP IN SEPTEMBER

Yes, here's how impact MONITOR scored in the Fort Worth metropolitan area, in September*. On weekends, MONITOR heads all radio programs on all radio stations heard in metropolitan Fort Worth.

MONITOR — first in 18 out of the 20 half hour periods carried on Saturday (8:30 A.M. to 10:30 P.M.)

MONITOR — first in 8 out of the 11 half hour periods carried on Sunday (12 noon to 10:30 P.M.)

Total weekend score . . . Rates first in 26 out of 31 half hours carried over all radio stations.

Contact your Free and Peters man.

*SOURCE: Conlan Radio Report 1,000 call co-incidental September 1955

WBAP

Since 1922

STAR-TELEGRAM STATION

Amon Carter, Jr., President — Harold Hough, Director

Fort Worth, Texas

YES, IMPACT RADIO ROLLS IN THE GREAT SOUTHWEST . . .

So. Calif. Broadcasters Unfold Story in New York

IN the first phase of its efforts to acquaint eastern and midwestern advertisers with its growing market, the Southern California Broadcasters Assn. unveiled its all-sound sales presentation in New York [B•T, Oct. 3].

The SCBA provided a recorded market story by means of an "ultra phonic" sound system of multiple speakers and an Ampex tape unit. The live portion of the presentation was delivered by Frank W. Crane, SBCA president.

Following its New York appearance, the SCBA presentation will be made in Philadelphia on Oct. 24; Detroit, Oct. 27-28; Chicago, Oct. 31-Nov. 2; Portland, Ore., Nov. 9; Los Angeles, Nov. 15-16, and San Francisco in early December.

Radio-Television Lauded By Petroleum Institute

TRIBUTE was paid to radio and television stations throughout the country last week by the Oil Industry Information Committee, American Petroleum Institute, for their cooperation during Oil Progress Week, Oct. 10-17.

A committee spokesman estimated the number of films carried by tv stations and the number of radio programs devoted to the project "probably ran into the thousands." Though the committee maintains a year-round radio-tv effort designed to bring to the public the story of the oil industry's contributions toward progress in living, the campaign is intensified during oil progress week.

The committee makes available free to tv stations a large number of films, including "Barrel Number One," "The Story of Colonel Blake," "American Frontier," "Crossroads, U. S. A." and "Man on the Land," among others. They are obtainable from 14 district offices.

Tv Academy Monthly Meeting To Feature New Film Methods

NEW film techniques will be spotlighted at the monthly meeting of the Academy of Television Arts & Sciences, to be held Oct. 26 at the Walt Disney Burbank (Calif.) Theatre.

Featured speaker, Edward C. Tracy, sales manager of RCA broadcasting and tv divisions, will discuss RCA's latest tv developments and long-range plans.

Art Linkletter will be master of ceremonies; Loren L. Ryder, head of engineering and recording at Paramount Pictures, will chairman the meeting.

Montanans Ask Change In Copyright Regulations

MONTANA broadcasters want the copyright law amended to require all copyright owners "to conspicuously label all published music, records, transcriptions, films or other methods of reproduction." Meeting at West Yellowstone, Montana Radio Stations Inc. urged adoption of this requirement so commercial users can be apprised of ownership, "thus ensuring the payment to the proper owner of said copyright."

Another resolution urged state and national legislators to recognize the interference caused by high-tension power poles nearer than 1,000 feet to a highway, disabling auto radios and impairing their traffic-directing value in case of disaster. The resolution asked passage of legislation to prevent further installations close to roads and correcting present interference as new roads are built or power lines rerouted.

An invitation extended by John F. Meagher, NARTB vice president, to SESAC to help create a joint fact-finding committee to study SESAC's music distribution program, was discussed without action for the second year.

The following officers were elected: J. P. Wilkins, KFBB Great Falls, president; A. J. Mosby, KGVO Missoula, vice president; Charlotte H. Brader, KOJM Havre, re-elected secretary-treasurer.

Nunn Named New President Of Kentucky Broadcasters

NEW president of the Kentucky Broadcasters Assn. for 1956 is Gilmore Nunn, WLAP Lexington, who will succeed Sam Livingston, WKYB Paducah. Other new officers for 1956: Arthur Eilerman, WZIP Covington, first vice president; R. B. Helms, WHLN Harlan, second vice president; Hugh O. Potter, WOMI Owensboro, re-elected secretary-treasurer; and executive committee members, Neil Cline, WHAS Louisville, and Walter Dee Huddleston, WIEL Elizabethtown. They were elected at a KBA meeting in Lexington [B•T, Oct. 17].

Mack Describes His New Role In Address to Bar Association

HOW the broadcasting activities of the FCC look to a new commissioner whose background is public utility regulation was discussed by FCC Comr. Richard A. Mack, the Commission's freshman member, at a Federal Communications Bar Assn. meeting last week.

Mr. Mack, who was a member of the Florida Utilities Commission before appointment to the FCC, said that the difference between utilities and radio-tv were (a) the public pays no rates; (b) engineering is important in broadcasting, whereas in granting utilities' franchises it is not as significant, and (c) the language of the Communications Act is broader than utilities regulation statutes. Comr. Mack referred to the phraseology "public interest, convenience and necessity" as an example of what he meant.

The FCBA luncheon meeting also honored retired FCC Hearing Examiner Fanney N. Litvin. She was presented with a portmanteau by the organization.

Plans Advance for Forming Tv Film Distributors Assn.

THE LONG-PROPOSED tv film distributors association moved toward fruition last week when a steering committee called a meeting for Nov. 15, at which tv film distributors will be asked to ratify plans for the new organization.

The steering committee took this action following a meeting last Tuesday in New York at which a master plan was formulated, covering budget, membership requirements, dues and scope of operation for the association. Dwight Martin, vice president of General Teleradio Inc., is chairman of the steering committee.

It was believed that the total budget for the envisioned association has been set by the steering committee at about $160,000. It will be raised by membership dues, assessed on a sliding scale and based on gross billings of members. The steering committee reportedly has recommended the hiring of an outstanding executive in the tv film field to serve as director of the association.

Barrerre Outlines Basics Of Successful Trade Assn.

HISTORY and success of Radio & Television Executives Society Inc. in New York were traced by Claude Barrerre, BMI and RTES secretary, at the first fall session of the Broadcast Adv. Club of Chicago Wednesday.

Discussing the ingredients for a successful trade organization of this type, Mr. Barrerre drew a leaf from one phase of broadcasting ... "public service is public relations; public relations is public interest, and public interest is self-interest."

Mr. Barrerre stressed that RTES is national in scope. For an organization to be successful, he pointed out, it must serve its community, its industry and its own members. He outlined a formula for BAC on programming and other activities, looking toward the strengthening of its organization.

Peter A. Cavallo Jr., radio-tv director, J. Walter Thompson Co., presided over the initial luncheon meeting at the Hotel Sherman.

Officers Selected by Two North Dakota Associations

TWO North Dakota radio groups named officers at business sessions in Grand Forks last fortnight.

The North Dakota Associated Press Broadcasters Assn. elected Manager Charles Burke of KFGO Fargo, president. He succeeds Glenn Flint of WDAY-AM-TV Fargo. News Director Ken Knutson, KLPM Minot was elected vice president.

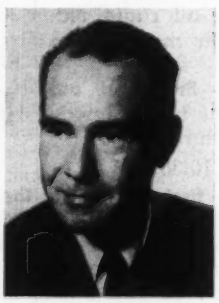
Meeting at the same time, the North Dakota Broadcasters Assn. elected Manager Jack Dunn of WDAY Fargo, president; Leslie Kleven, KNDC Hettinger, vice president, and Les Mauplin, KLPM Minot, secretary-treasurer.

N. Y. AWRT Slates Meeting

AMERICAN Women in Radio and Television Inc.'s New York City chapter holds its fall meeting tonight (Monday) at the WQXR New York auditorium. Following the general business session, five members will discuss radio and tv facilities abroad. The five, Lillian Okum, writer and director, WMCA; Josephine Hunter, assistant to H. K. Harrison, radio-tv production consultant; Caroline Burke, NBC; Helen Brattrud, CBS Radio, and Betty Stebman, United Negro College Fund, will discuss radio and tv activities in the countries they visited last summer.

N. J. Bcstrs. Elect Giffen

GORDON GIFFEN, vice president of South Jersey Broadcasting Co. (WKDN Camden), last week was elected president of the New Jersey Broadcasters Assn. succeeding Everett Rudloff, general manager of WJLK Asbury Park.



MR. GIFFEN

Mr. Giffen was elected at the association's recent two-day annual convention at Wildwood. The association's headquarters are in the Asbury Park Bldg., Asbury Park.

Kaye, Livingston Buy Alexander Control

PURCHASE of controlling stock interest in Alexander Film Co., Colorado Springs, Colo., by Harold Kaye, who is involved in the ownership of five radio stations, and Monte Livingston, moving picture executive and attorney, was announced by Don M. Alexander, president of the film company.

Mr. Alexander said the stock sale was designed to expand the company's operation, particularly on a national scale. The firm specializes in the production and distribution of film commercials.

Mr. Kaye, who has been elected board chairman-vice president of the Alexander company, said that no changes in staff, policies or operation are contemplated. Don M. Alexander will continue as president; Don Alexander Jr. as executive vice president; M. J. McInaney as vice president in charge of sales, and E. B. Foster as secretary-treasurer.

Mr. Livingston, Hollywood attorney and executive vice president of the Lone Ranger Inc., has been elected to the board of directors under the new operation.

Mr. Kaye owns interests in WORC Worcester. Mass.; WLOW Norfolk, Va.; WMFJ Daytona Beach, Fla.; WINN Louisville, Ky., and WALT Tampa, Fla.

The sale was handled by the Allen Kander brokerage firm, Washington, Chicago and New York.

Mayers Named President Of Standard Television

STANDARD TELEVISION Corp., New York, has been formed as a tv film distribution and syndication organization with offices at 745 Fifth Ave., New York 22. Head of this new company is Archie Mayers, founder and former president of Unity Television Corp.

MR. MAYERS

Mr. Mayers said that Irvin Shapiro will be associated with him in the new venture. STC, Mr. Mayers added, is in the process of assembling packages and also is developing a point-of-sales plan which will be presented at a later date.

The Secret's Out

WHEN *Dr. Hudson's Secret Journal*, film series based on the Lloyd Douglas book of the same name, made its debut on KTTV (TV) Los Angeles, a little light was shed on a much argued question: Does tv hinder the nation's reading habits? A few weeks after launching the show KTTV checked with 14 Los Angeles libraries to see if the book had shown a gain in readership. Each library called reported that every copy of *Dr. Hudson's Secret Journal* had been loaned out following KTTV's first program and that there was also a sharp increase in the demand for other Lloyd Douglas books.

JOHN COMMANDER, advertising manager for Colonial Food Stores, signs for the food chain sponsorship of NBC Film Div.'s *The Great Gildersleeve* in 11 Southern markets, while G. K. Liller (seated), president of Liller, Neal & Battle agency, Atlanta, and Sherman Adler, NBC Film salesman, look on.

Screencraft Announces Sales Of 'Judge Roy Bean' Series

SCREENCRAFT PICTURES Inc., film distributors, last week announced the completion and sales of its newest property, *Judge Roy Bean*, starring Edgar Buchanan, Jack Buetel and Russell Hayden. The series, based on the life of the legendary Texas lawmaker, was produced in Hollywood by Quintet Productions for both color and black and white showings.

Episodes started last week over WCAU-TV Philadelphia, sponsored by Adam Scheidt Brewing Co. (Valley Forge Beer, Ram's Head Ale) through Al Paul Lefton Inc., Philadelphia, as well as on XETV (TV) Tijuana, Mex., and KPHO-TV Phoenix under local sponsorship. Film series also has been sold to American Bakeries Co. (Tastee, Buttercolored, and Cookbook breads) in 42 midwest markets through Young & Rubicam, Chicago.

A Screencraft official pointed out that though color films are available, no contracts have been signed as yet.

Electronicam's High Speed Cited by DuMont Official

ALLEN B. DUMONT LABS' electronicam system, which has already been credited with being able to produce "live-looking" filmed shows, last week was praised as a speed demon by Werner Michel, director of electronicam productions.

Mr. Michel said four tv commercials ordered by Kenyon & Eckhardt, New York, for Beech-Nut Packing Co., were on their way to 20 tv stations across the country within six working days following completion of shooting. Originally shot in one day on 35mm film, 16mm reduction prints were delivered to New York airports for shipment to tv stations for delayed broadcasts, while the master films were integrated in the premiere of NBC-TV's *Dr. Spock* Oct. 9.

Kenyon & Eckhardt officials were reportedly so pleased with the dispatch with which the films were produced and delivered that they subsequently completed three more films and ordered facilities on a regular basis for the *Dr. Spock* program.

FOOD FOR THOUGHT

MORGAN BAKER

Morgan Baker's informal, but informative, sales appeals are backed by actual product testing by a panel of Boston housewives. There's no trick to selling with Morgan Baker . . . when he sells 'em . . . they BUY!

If you want your share of NEW ENGLAND'S No.1 MARKET use

WEEI

BOSTON

Ziv Sells Nine Features To Argentina Government

IN WHAT ZIV International spokesmen called "the first major break in several weeks in U.S. tv film sales south of the border," the company last week claimed to have been the first American videofilm producer to sell to Argentina. In a deal with Argentina's government-controlled tv interests a package of nine different Ziv film series, dubbed in Spanish, was sold to station LR-3TV, Radio Belgrano y Primera Cadena Argentina de Broadcasting.

Included in the package deal were Spanish versions of *Highway Patrol, I Led Three Lives, Mr. District Attorney, Science Fiction Theatre, Favorite Story, The Unexpected, Boston Blackie, Cisco Kid,* and *Yesterday's Newsreel.*

Millard Segal, a sales vice president of the international division of Ziv, reported he had been standing by in Rio De Janeiro, Brazil, for weeks, awaiting word from the Lonardi government to enter Buenos Aires in order to do business with LR-3TV under the new policy of economic cooperation with U.S. firms, many of which had been frozen out of the country by Peron-instituted import barriers.

With films also sold to tv outlets in Brazil and Guatemala, Ziv spokesmen report that "our Latin and South American business is now probably the most extensive in the U. S. film industry." The sponsors include such blue-chip clients as Procter & Gamble, Ford Motor Co., Richard Hudnut, Nescafe, General Electric, Goodrich Tires, General Foods, Borden Co., Westinghouse International and American Tobacco Co. overseas operations.

Ziv currently has over $2.5 million invested in foreign tv and points out that since 1952 its Latin American staff has grown from three to 67 people.

Ziv August-September Sales Top First Six-Month Total

COMBINED August-September sale of the filmed shows of Ziv Television Programs equaled the entire sales of Ziv Films for the first six months of 1955, according to M. J. Rifkin, vice president in charge of sales.

Mr. Rifkin reported that activity during September was heavy on both national and regional sales and for local level sponsorship, with the latter accounting for 62% of the business during the month. As an indication of the "tremendous" growth of film syndication in the past six years, Mr. Rifkin observed that the August-September combined business this year is three times larger than the total of Ziv's television sales for the 12 months of 1949.

Among the regional advertisers signed during September, Mr. Rifkin said, were Ballantine, Pfeifer Brewing, Kroger Stores, Duquesne Brewing, Hamm's Beer and National Brewing for *Highway Patrol;* Phillips Petroleum for *I Led Three Lives,* and Carter Products for *Mr. District Attorney.*

Screen Gems Names York To Head Merchandising

E. JAMES YORK, assistant to the special service department manager, King Features, has been appointed manager of the merchandising department, Screen Gems Inc., tv subsidiary of Columbia Pictures Corp.

At the same time, Screen Gems advertising and promotion director Henry S. White named Robert Cooper supervisor of premium merchandising and Joyce Selznick supervisor of merchandising exploitation. Both of these functions will fall under Mr. York's supervision.

Appointments were made in the wake of what company officials described as the overwhelming popularity of Screen Gems' *Adventures of Rin-Tin-Tin.* Syndicated series have brought forth an "unprecedented" number of requests for uniforms, hats, toys and other program-associated merchandise. Screen Gems reported that 35 Rin-Tin-Tin products are currently being manufactured, with negotiations underway between various manufacturers and the firm to license production of *Jungle Jim, Tales of the Texas Rangers* and the soon-to-be-released *Circus Boy* items.

MCA-TV Film Salesmen Meet in N. Y. Thursday

SEMIANNUAL regional sales managers meeting of MCA-TV Ltd., film syndication division, will be held in New York, Thursday through Sunday. The sessions, under the direction of Wynn Nathan, vice president in charge of sales, will concentrate on preparation of the 1956 sales campaign.

Regional sales managers slated to participate in the meeting include Aaron Beckwith, New York; Bob Greenberg, West Coast; John Rohrs, Midwest; Ray Wild, South; Hank Long, Midwest, and Tom McManus, East. Other sales personnel on hand will be Lou Friedland, vice president in charge of station sales, and DeArv Barton, vice president in charge of midwestern sales.

Other executives who will attend the meeting and discuss their activities are Stu Smith, vice president in charge of MCA-TV Canada; Frank Mincolla, vice president in charge of merchandising; Frank McMahon, advertising manager. Top MCA officials who will be present to help formulate plans for the film syndication division are Taft Schreiber, David Sutton, Maurie Lipsey and Herb Stern.

KENS-TV Purchases Films

KENS-TV San Antonio has purchased four film series, headed by 126 *My Little Margie* films for weekday noon showing. Also purchased were *Foreign Intrigue, My Hero,* starring Bob Cummings, and *Colonel March.* The station has added an Inspect-O-Film, which automatically inspects, cleans, edits, counts, splices and times film.

Terwilliger Process Shown

DEPTHDIMENSION, film process developed by Hollywood research scientist Melville Terwilliger, was unveiled in New York Oct. 14 at a special showing at the Museum of Modern Art. Half-hour showing of a rough-cut film was claimed by the inventor as "proof of the fact that 'structured likenesses' and 'image schematics' inherent in this picture presentation are far better than that existing on any television network or film show." No challenge whatsoever to Cinemascope, Cinerama, or Todd-AO, the Terwilliger process has a tinge of three-dimensionalism that can be had on flat screen without use of special glasses.

Jean Blake Heads Film Firm

MRS. JEAN BLAKE last week was elected president of George Blake Enterprises Inc., New York Film producers, following the death of her husband, George Blake [B•T, Oct. 17]. Other officers: Philip Frank, vice president in charge of sales; Richard Donner, vice president, and Theodore R. Lazarus, secretary-treasurer.

FILM SALES

WABC-TV New York has purchased package of 30 feature films from General Teleradio Inc. to be shown on the station Mon.-Sat., 1:30-3:15 p.m. starting Oct. 31. Package, under title *Million Dollar Movie,* had its first exposure in New York on WOR-TV.

Screen Gems Inc., subsidiary of Columbia Pictures Corp., has sold *Rin Tin Tin* to Serm Suk Co., Thailand distributors of Pepsi-Cola, for a 52-program run over the country's tv outlet. Contract becomes effective Jan. 1, 1956.

FILM DISTRIBUTION

Interstate Television Corp., N. Y., has acquired distribution rights to the *Public Defender* tv series from the Hal Roach Studios. Series, originally telecast on CBS-TV, consists of 69 half-hour films, and will be made available for syndication by Interstate.

Sterling Television Inc., N. Y., announces it will distribute nationally the new hour-long tv filmed show, *Bowling Time,* which features sports celebrities, including Bob Feller, Otto Graham and Tony Canzoneri as well as expert bowlers. Series already has been sold to local sponsors for presentation over WGN-TV Chicago, WHIO-TV Dayton, WEEK-TV Peoria, KTRK (TV) Houston.

ABC Film Syndication has acquired distribution rights to *The Three Musketeers,* filmed in Italy by Thetis Films, for sales availability as of January 1956. Series to be shown in 26 half-hour programs.

FILM RANDOM SHOTS

Hygo Television Films Inc., N. Y., last week announced the acquisition of a package of 79 western feature films for television. Films feature such stars as Tim McCoy, Jack Luden, Russell Hayden, Bob Allen, Buck Jones and Ken Maynard, and are approximately one-hour long. Spokesmen for Hygo said that two weeks ago the company and Unity Television Corp. entered into agreement for a combined selling operation, though both firms remain autonomous. Since Unity also has large group of westerns, the two firms will make available to tv more than 140 subjects of this type.

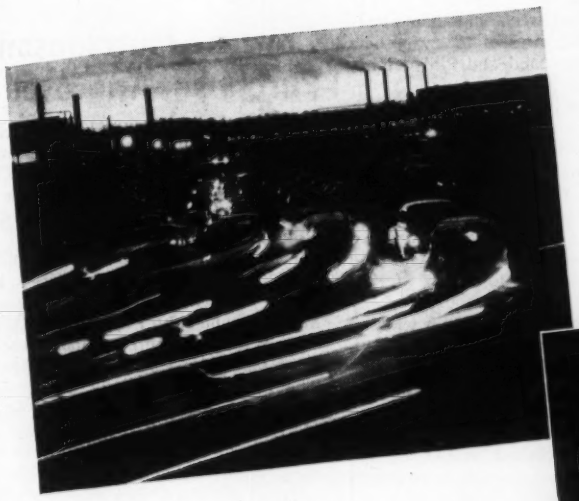
Celebrity Playhouse, half-hour drama series produced by Screen Gems Inc., N. Y., recently premiered in 60 cities. Falstaff Brewing Co. sponsors show in 42 midwest, southwest and western cities. Series features name stars of Hollywood. Company also announces sale of eight programs in Canada by subsidiary, Screen Gems (Canada) Ltd. They are: *Celebrity Playhouse, Father Knows Best, Patti Page Show, Adventures of Rin Tin Tin, Jungle Jim, Your All-Star Theatre, Top Plays of 1955* and *The Big Playback.*

Broadcast Information Bureau, N. Y., has issued report on available theatrical film for television, titled "Tv Film Program Directory—Feature Films." Directory lists 4,649 titles (3,362 features and 1,287 westerns) and contains section listing theatrical films available in color. It states that except for westerns and foreign-made films, there has been "a slowing down of new theatrical features made available during the past few months."

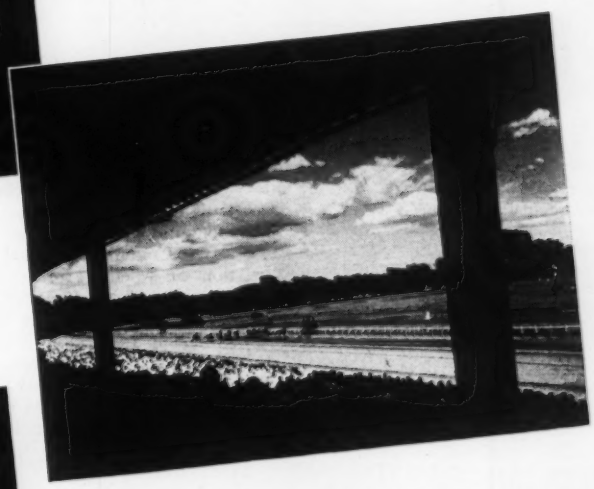
Film Council of America announces film information service, "Film User's Guide," which will publish tri-annual and yearly indices of available 16mm films. Set to go into full-scale operation next month, service provides informa-

portrait of a market

. . . where these factors combine for your sales' success



. . . a proven high-income industrial area . . .



. . . a proven year-round vacationland . . .

. . . where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

Serving Albany, Troy, Schenectady, N. Y. and 30 counties of New York and New England

WRGB

A General Electric Television Station ★ Represented Nationally by NBC SPOT SALES

tion forms to producers for detailed title listings. Compiled guide then goes to 1,000 key film information centers. Producers pay $30 per title and can get reprints from FCA.

Screen Producers Guild recently presented $1,500 scholarship to University of California at L. A. department of theatre arts. SPG President Samuel G. Engel presented gift with "the hope of inspiring additional creative activity among student filmmakers."

Dynamic Productions Inc., new radio-tv commercial production company, has been formed in Chattanooga, Tenn. Active members of firm are Cliff Parman and Hal Eddy, ASCAP members, composers of "Pretend" and "If You See Me Crying," among other tunes. Luke Wilson, active in Chattanooga radio for six years, will be sales manager of company, which will serve national and local customers.

Animation Inc., L. A., producers of tv commercials and musical sound tracks, is now in larger quarters at 8564 Melrose Ave.

Interstate Tv, subsidiary of **Allied Artists Pictures Corp.,** to new executive and sales offices at 445 Park Ave., N. Y.

RKO Radio Pictures Inc. announces it has moved its advertising department from Hollywood to New York. Perry W. Liebler, national director of advertising, left Hollywood last week to headquarter in N. Y. office.

Reela Films Inc., moved to 17 N.W. 3rd St., Miami, Fla., reports expansion so fast that new quarters are already cramped.

FILM PRODUCTION

Television Programs of America announces arrangements have been completed with Chertok Television Inc., Hollywood, to produce well-known *Tugboat Annie* series for television. Edward Small, board chairman of TPA, bought tv rights to series in 1954 from estate of Norman Reilly Raine, author.

Screen Gems Inc., N. Y., announces production launched in Hollywood on new filmed series, *Circus Boy,* with Herbert B. Leonard and Norman Blackburn supervising production.

FILM PEOPLE

Bob Sanford, Official Films, N. Y., live packaging and talent division, appointed vice president. He joined the company in 1953 following 10 years with MCA Artists Ltd. radio-tv department.

Stan M. Cole, formerly president, The Cole Organization, N. Y., management consultants, to Mel Gold Productions, N. Y., as executive director, industrial films division.

Paul Blair, Ziv Television Programs Inc., to United Film Services Inc., as account executive in Chicago office.

Tom Shull, general manager of WTOM-TV Lansing, Mich., has joined New York sales staff of MCA-TV Film Syndication Div.

Marvin Korman, MCA-TV Ltd., film syndication division, promoted to supervisor of art and production.

Joe Bishop, associate director, Metropolitan Tv Productions, to production staff of Kling Film Productions, Chicago, as assistant director. **Peter Savides,** formerly radio-tv director, Century Adv. Agency, Wichita, Kan., to Kling as coordinator of production activities between firm's Chicago and Hollywood operations.

FCC WANTS HEARING ON NBC-WBC SWAP

Switch in ownership of Cleveland and Philadelphia stations seen indicating necessity of hearing because of concentration of broadcast interests and alleged network coercion.

NBC and Westinghouse Broadcasting Co. were advised by the FCC last week that their applications for Commission consent to swap their radio-tv stations in Cleveland and Philadelphia indicate the necessity of a hearing.

Principal concerns of the Commission's notification were matters relating to concentration of broadcast interests and alleged coercion by NBC in bringing about the exchange.

Involved is a swap of NBC stations WTAM-AM-FM-WNBK (TV) Cleveland for Westinghouse's KYW-WPTZ (TV) Philadelphia plus a payment to Westinghouse of $3 million. The firms have 30 days to reply to FCC's McFarland letter.

One of the key issues the FCC said is whether NBC "used its power to grant or withhold network facilities as an instrument to persuade Westinghouse to accept the proposed Philadelphia-Cleveland exchange."

The Commission also expressed concern over whether the proposed exchange "would substantially lessen competition or tend to create a monopoly in the broadcasting field. . . ."

The Commission said there is a serious question of whether further extension of NBC's ownership in the Philadelphia area would be in the public interest and in line with multiple ownership rules, citing the network's ownership of stations in New York, Washington, the recent purchase of ch. 17 WBUF-TV Buffalo, N. Y., approved by the FCC last month [B•T, Sept. 21], and the pending purchase of ch. 30 WKNB-TV New Britain, Conn. The network also owns stations in Chicago, Los Angeles (tv) and San Francisco (radio).

The NBC-Westinghouse swap has been opposed by WGR-TV Buffalo, N. Y., which charged that NBC coerced Westinghouse into the swap, and WSTV-TV Steubenville, Ohio, which said if Westinghouse acquired WTAM-WNBK Cleveland it would have too much economic power in Pennsylvania-Ohio and that there would be overlap between WSTV-TV and WNBK, in addition to the present overlap of WSTV-TV and Westinghouse-owned KDKA-TV Pittsburgh.

The FCC notification was sent over the dissent of Comrs. Rosel H. Hyde, John C. Doerfer and Robert E. Lee. They favored approval of the station exchange.

FCC Itinerary

FORMAL Wednesday meeting of the FCC has been cancelled this week because Chairman George C. McConnaughey and Comrs. John C. Doerfer and Richard A. Mack will be attending the annual convention of the National Assn. of Railroad & Utilities Commissioners in Asheville, N. C. Messrs. McConnaughey, Doerfer and Mack all are alumni of state utilities commissions and are members of the NARUC executive board. Mr. McConnaughey is a past president, and Mr. Mack present vice president of the association.

Other out-of-Washington engagements for FCC commissioners are:

Oct. 25, Comr. Edward M. Webster addresses NARTB regional conference in San Francisco (see story, page 66).

Nov. 8, Comr. Rosel H. Hyde is the featured speaker at the NARTB regional conference in Des Moines.

Nov. 16, Comr. Doerfer addresses the NARTB regional conference in Dallas.

Cowles' Hutchinson Purchase Approved

PURCHASE OF KTVH (TV) Hutchinson, Kan., for $1 million, by Cowles-owned Minneapolis Star & Tribune Co. (WCCO-AM-TV Minneapolis) was approved by the FCC last week. The acquisition increases Cowles' tv holdings to four stations.

KTVH changes hands from Hutchinson Tv Inc., a group of 16 local business and professional men, the largest block being held by Sidney F. and John P. Harris, to a new corporation, Wichita-Hutchinson Inc., owned 80% by the *Minneapolis Star* and *Tribune* [B•T, Aug. 1]. The remaining 20% will be owned, in part, by former KTVH stockholders including the Harrises; W. D. P. Carey, former president; Howard O. Peterson, general manager, and Bess Wyse Rickard.

Joyce A. Swan, vice president and assistant treasurer of the *Minneapolis Star* and *Tribune,* will be president of KTVH. Mr. Peterson will be retained as general manager and Ernest Dallier will continue as sales manager, the application for sale approval noted.

In addition to WCCO-AM-TV, owned 47% by the *Minneapolis Star* and *Tribune,* the Cowleses own KRNT-AM-FM-TV Des Moines, WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa. Murphy Broadcasting Co., former owner of KSO-AM-FM Des Moines, holds an option to buy 40% of KRNT-TV. The Cowleses also publish the *Des Moines Register* and *Tribune* and *Look* magazine.

The Harrises own KFBI Wichita, KIUL Garden City and KSAL Salina, all Kan., and publish daily papers in Hutchinson, Garden City, Salina, Ottawa, Chanute, Kan., and Burlington, Iowa. Mrs. Rickard owns KWBW Hutchinson.

Channel 12 KTVH is affiliated with CBS and has been operating since June 1953.

Earned surplus of KTVH through last June was $112,351. Its net worth was $125,000. Book value of assets to be transferred was $324,602.

Of the $1 million purchase price, $180,000 is to be paid in cash, the remainder to be paid in four installments at 4% interest per year, less payment to RCA of unpaid balances amounting to about $160,000.

FCC Approves Sales Totaling $436,500

FCC APPROVAL was given last week for ownership changes of four stations whose total selling price was $436,500 plus concessions.

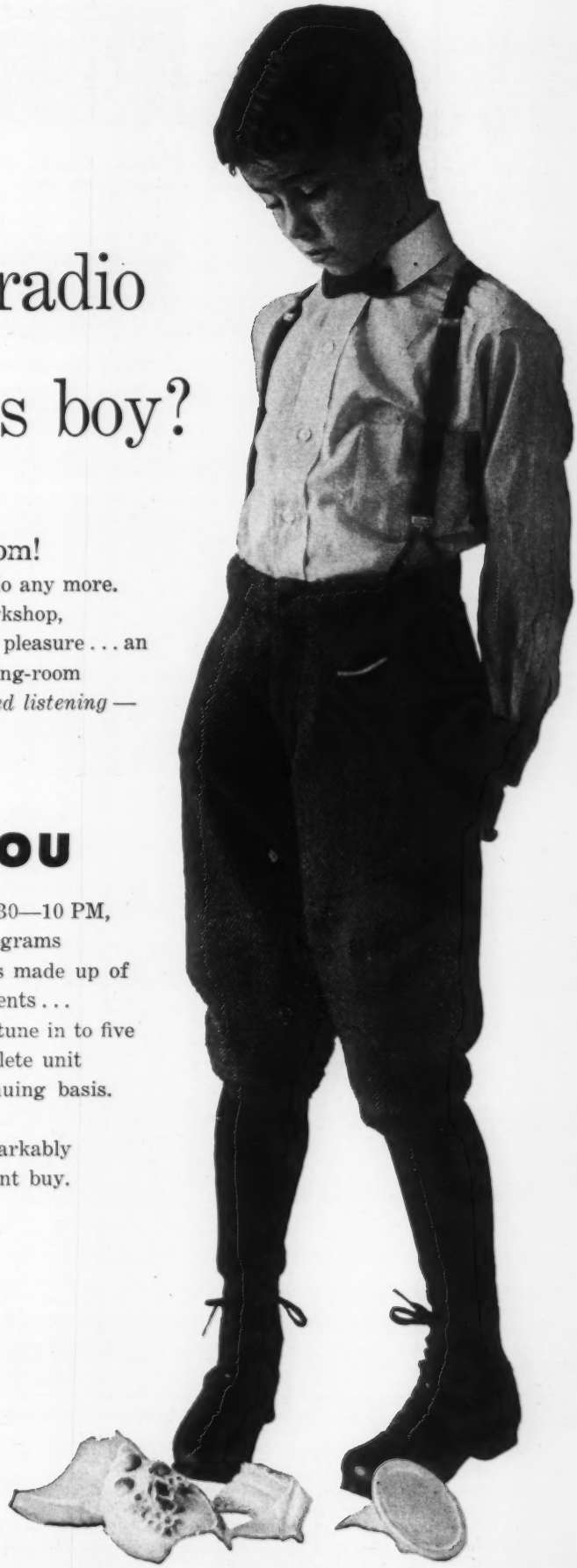
Sales grants were:

• KCBQ San Diego, Calif.—Transfer of control from KCBQ Inc. to Bartell Broadcasters Inc. for $160,000 plus a six-month option to purchase KRUX Glendale, Ariz., for $70,000 in addition to $30,000 consultants fees, etc. Bartell is the licensee of WOKY Milwaukee and WAPL Appleton, both Wis.

• KGDM Stockton, Calif.—Assignment of license from E. F. Peffer to Golden Valley Broadcasting Co. for $162,500. Principals are

Riddle:

Why is nighttime radio like a rambunctious boy?



They've both been sent out of the living room!

The family isn't sitting in the living room listening to radio any more. People are listening *a new way* — in the bedroom, the workshop, the kitchen, the car. Radio listening today is a *personal* pleasure . . . an intimate activity for the individual rather than for the living-room group. Because of this new kind of listening — *personalized listening* — ABC Radio has developed a *new* kind of nighttime radio . . . *personalized programing!*

NEW SOUNDS FOR YOU

Starting Oct. 26 — and continuing every Mon. thru Fri. (7:30—10 PM, NYT). NEW SOUNDS FOR YOU are specially tailored programs for today's listener. Each *regularly scheduled* half hour is made up of *regularly scheduled* 5-minute and 10-minute feature segments . . . plus a 5-minute newscast. For the first time, listeners can tune in to five minutes of radio, ten minutes of radio . . . and get a complete unit . . . lively, informative, personalized listening on a continuing basis. Sponsorships of regularly scheduled segments of this NEW SOUNDS FOR YOU concept are available at a remarkably low price. Get in on nighttime radio's newest, most efficient buy. Phone ABC Radio today!

LISTEN

. . . the new sound of ABC Radio

L. E. Chenault, Amelia Schuler, Alan L. Torbet, Richard C. D. Bell and Lindsey H. Spight [B•T, Oct. 3].

• KRXK Rexburg, Idaho—Transfer of control from Snake River Radio & Tv Co. to Alfred E. Shumate for $64,000. Mr. Shumate was formerly commercial manager of KSO Des Moines, Iowa.

• WBEX Chillicothe, Ohio—Acquisition of control by Truman A. Morris through sale by John E. and Marjorie B. Halliday of two-thirds interest in station to Mr. Morris for $50,000.

(For other sales see FOR THE RECORD, page 98.)

Five New Am Outlets Authorized by FCC

CONSTRUCTION PERMITS for five new am daytime only stations were approved by the FCC last Thursday.

Granted were:

Rocky Ford, Colo.—Arkansas Valley Broadcasting Co., 1320 kc, 1 kw. Principals are 70% owner David R. Worley, owner of KLEA Lovington, N. M., 20% owner of KDAV Lubbock, Tex., 20% owner of KTMN Tucumcari, N. M., and president-36% owner of a Lovington community tv system, and James L. Littlejohn, KLEA manager.

West Point, Ga.—Confederate Radio Co., 910 kc, 500 w. Among the owners are President Clement H. Murphy Jr., former general manager of WRLD West Point and Secretary-Treasurer Albert L. Stancel Jr., previously WRLD chief engineer.

Amite, La.—Amite Broadcasting Co., 1570 kc, 500 w. Louis Alford and Albert M. Smith, who each own one-third of WAPF McComb, and WMDC Hazlehurst, both Miss., are among the station principals.

Kalamazoo, Mich.—Joseph F. Butler and Ralph E. Patterson, 1470 kc, 500 w D. Mr. Patterson, 15% owner of the permittee, is a sales engineer with Gates Radio Co.

Elmira Heights and Horseheads, N. Y.—Elmira Heights-Horseheads Broadcasting Co., 1590 kc, 500 w. Among the principals are 36.3% owner Frank P. Saia, engineer at WCLI-AM-FM Corning, N. Y.

FCC Denies WTTV (TV) Plea To Keep NBC 'First Refusal'

ATTEMPT by WTTV (TV) Bloomington, Ind., to have the FCC permit it to retain NBC "first refusal" rights in Indianapolis was denied by the Commission last week.

Ch. 4 WTTV had claimed its loss of "primary" rights in Indianapolis will result in economic harm because it competes with other stations in that city. The Commission said the intention of FCC's new "territorial exclusivity" rule, effective last Aug. 1, was not to protect the competitive rights of small stations against big stations and vice versa. The new rules are intended to give overall freedom in assignment of network affiliations, the FCC said.

Information Hearings Slated

HEARINGS have been set in Washington Nov. 7-11 by the House Government Operations Subcommittee in a probe into the availability of information to the public and Congress from federal agencies, Chairman John E. Moss (D-Calif.), has announced. Leading newsmen have been invited for an "informal" discussion of the problem which will be announced later, Rep. Moss said.

EXCHANGING congratulations upon putting into use the Voice of America's new master control equipment at VOA's Washington studios are Theodore C. Streibert (l), director of parent U. S. Information Agency, and J. R. Poppele, assistant director for broadcasting as head of VOA.

VOA New Master Control Equipment Now in Operation

THEODORE C. STREIBERT, director of the U. S. Information Agency, Oct. 5 threw the switch that put into operation the Voice of America's new master control equipment which links the VOA's Washington studios, mobile crews and other program sources with shortwave transmitters on both coasts for broadcast abroad.

The Voice believes the control equipment, under construction since May 1954 and which replaces temporary facilities, to be the biggest and most flexible in the world. It was especially designed and built to handle VOA's more than 75 programs daily in 39 languages to all parts of the world. The Washington studios were opened last December after the Voice moved from New York.

The master control setup was built to VOA specifications by Gates Radio Co. and installed by Howard P. Foley Co. and VOA engineers. It is capable of selecting programs from 100 sources and handling 26 separate transmissions at once, but presently uses 29 sources for 14 simultaneous broadcasts. The programs are beamed overseas from 30 transmitters on the East and West Coasts and in Ohio.

Ohio Stations Say Papers Are Out to Kill Competition

TWO OHIO radio stations whose license renewals have been protested by competing newspapers fired back last week and told the FCC these newspapers have in the past tried to restrain competition and have engaged in monopolistic practices. The stations asserted that the newspapers have been denied broadcast licenses for these practices.

The stations, whose licenses were renewed Sept. 7, are WEOL Elyria, under attack by the *Lorain Journal*, and WMAN Mansfield, attacked by the *Mansfield Journal* [B•T, Oct. 10]. Both newspapers are owned by the same principals.

The newspapers asked that the license renewals be set for hearing, charging that the stations "pirated" news stories and broadcast and circulated false and malicious statements for the purpose of damaging the papers' prestige and earning capacity.

In replying to the charges last week the stations said the newspapers lack standing to protest. WEOL said the *Lorain Journal's* charges are not specific enough and that the paper's "sole interest is to destroy WEOL as its only competitor."

WMAN said "the injury, if any, which the *Mansfield Journal* will suffer is so indirect, speculative or attenuated as not to afford the newspaper standing as a party in interest."

WEOL categorically denied the *Lorain Journal's* charges and said, "Throughout the entire history of these two newspapers, their principals, owners, and particularly Samuel Horovitz, have engaged in a constant campaign to eliminate any and all competition."

The Elyria station said in 1948 the FCC denied the applications of the *Lorain Journal* and *Mansfield Journal* for new radio stations because there was evidence that the owners "have sought to suppress competition in the dissemination of news and information and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts."

Heaviest Radio-Tv Coverage Seen for '56 GOP Convention

RADIO-TV coverage of the GOP national convention, which begins next Aug. 20 in San Francisco's Cow Palace, promises to be the most comprehensive in history, Leonard W. Hall, Republican National Committee chairman, said last week.

Arrangements for the 1956 GOP nominating convention were announced as complete last week following a meeting of the Radio-Tv Correspondents Assn., radio-tv network representatives and party committee officials.

The GOP committee, as in 1952, granted authorization to set up pool radio-tv coverage of convention hall proceedings, with these services available to independent stations at a fixed charge. Accreditation and working space for radio-tv personnel will be handled through the Correspondents Assn.'s conventions committee, headed by Bill Henry, and requests should be mailed to him at Room G-25, U. S. Senate, U. S. Capitol, Washington 25, D. C. This group also will handle tv newsreel credentials.

Mr. Hall said tv coverage is expected to go into 40 million homes.

FCC Approval Sought For WJVA, KVNI Sales

MULTIPLE STATION owner John L. Booth has filed with FCC for approval to purchase WJVA South Bend, Ind., for $103,000. At the same time sale of KVNI Coeur d'Alene, Idaho, to Alan Pollock for $152,599 also was filed for Commission approval.

Booth Radio & Television Stations Inc. is buying WJVA (1580 kc, 250 w day) from St. Joseph Valley Broadcasting Corp., owned chiefly by F. R. Householder and Harry D. Weaver. Mr. Householder will be retained as general manager. Purchase of WJVA will bring Booth's am holdings to six stations. Booth owns WJLB-WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson and has pending before FCC purchase of WTOD-WTRT (FM) Toledo from Edward Lamb [B•T, Aug. 22].

KVNI Coeur d'Alene is being bought by Mr. Pollock, who has an interest in KBET-TV Sacramento from Scripps Newspapers Inc. (*Idaho State Journal* and other papers), Burl C. Hagadone (KNEW Spokane, Wash.) and Harry Henke Jr. [B•T, Oct. 10]. KVNI operates on 1240 kc with 250 w.

FCC EXAMINER UPHOLDS UNLICENSED TV BOOSTERS

Bond says Washington State's low-power signals don't interfere with other broadcast facilities and shouldn't be acted against by the Commission.

UNLICENSED booster stations set up to extend tv to communities without video service are in the public interest and should not be proceeded against by the FCC, Examiner J. D. Bond ruled last week.

In what may be a precedent-making opinion, Examiner Bond issued an initial decision recommending that cease and desist orders directed against unlicensed booster operations not be issued. The unlicensed booster stations involved those set up to serve three Washington state communities: Quincy (R. E. Darwood and associates), Nespelem (H. J. Miller) and Bridgeport (C. J. Community Services Inc.).

In each case the community was picking up tv signals from Spokane and retransmitting them on the same frequency. Last March the FCC issued cease and desist orders and set hearings for May [B•T, June 6, April 4].

The examiner concluded that the tv booster stations do "not cause objectionable or harmful interference to any existing or authorized radio broadcast or communications transmission or reception. This new use of radio, in practice, affords a larger and more effective use of television broadcast channels so that many families in the area are provided with a better, dependable, and more economical television program service. The consequences of issuing a cease and desist order would be to take away from those who receive the booster station's signals the television service they now enjoy."

Examiner Bond added: ". . . The utilization of radio channels and the Commission's essential controls thereof are not impaired or threatened by the television booster station" involved in the three cases.

As to FCC jurisdiction over these stations, the examiner commented: ". . . The facts here disclose the operation of an unlicensed fixed low-power television signal booster installation . . .which radiates an amplified broadcast signal but does not transmit detectable energy or communications beyond the borders of that state. It is not here necessary to express an opinion that the courts and the congressional spokesmen and witnesses did or did not contemplate Commission regulation of an operation such as this Washington booster station. . . ."

Regulation for the sake of regulation alone is not the Commission's objective, he stated, adding that the "booster station operation does not impede or threaten to impede the exercise by the Commission of its allocation responsibilities under the Communications Act."

The matter of whether such booster stations may be licensed is not a question presented now, Examiner Bond commented.

Zone 1 Ruling Delayed

THE EFFECTIVE date of the amendment to the tv rules concerning antenna heights and power of vhf stations in Zone I was extended to Dec. 1 to permit the FCC more time to consider further filings in this proceeding [B•T, Oct. 3]. At present stations may use maximum power with towers 1,000 ft. or less in height. The new amendment, which has raised protests from the Defense Dept. and private air interests, would permit use of maximum power with towers 1,250 ft. or less in height.

the first 22 years were the greatest

Twenty-two years ago WFDF introduced the BLUES CHASERS to Flint. The show is still going strong today. Billy Geyer, on hand from the beginning, supplies organ melodies, and his partner, Bud Haggart, adds vocals. Both fill in with the kind of conversation that strikes the local fancy. About the only thing really different from the first BLUES CHASERS show is a full complement of commercials. Flint sponsors discovered the boys could sell. National sponsors, especially those with new products, found this old, accepted show a sure way to open doors here in Flint. It can do the same for you. There are a few participations from 12:30 to 1:30 each weekday afternoon. Katz has all the details.

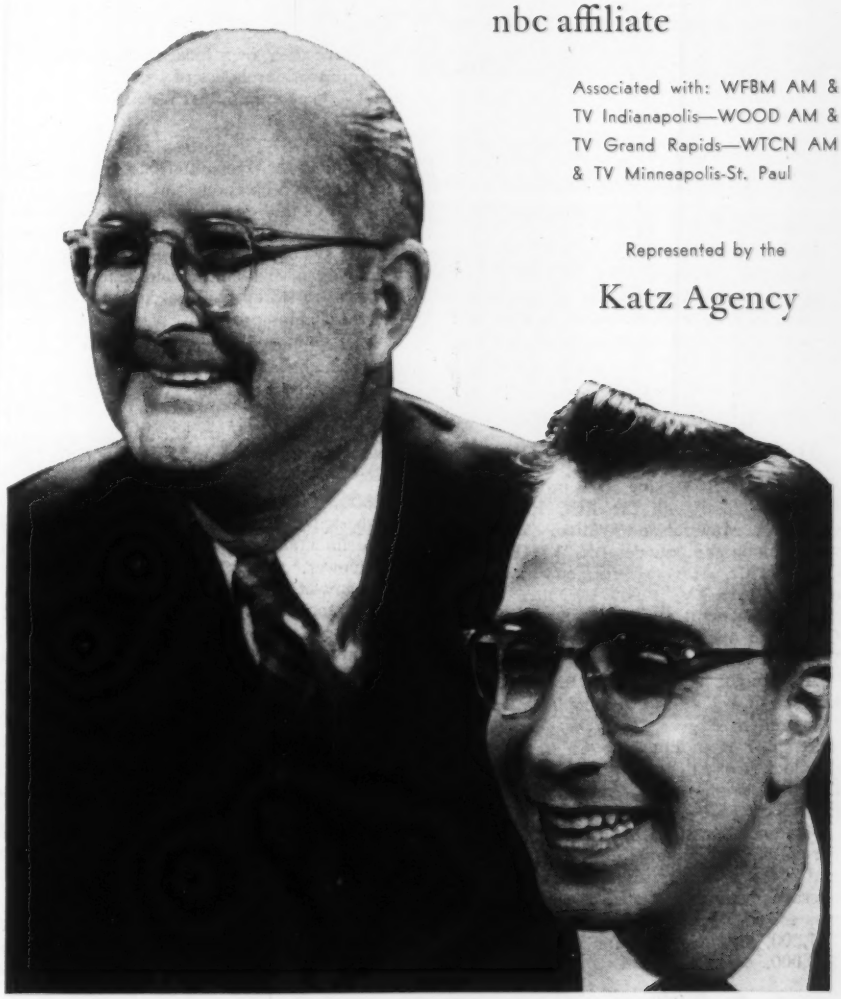
flint, michigan **wfdf**

nbc affiliate

Associated with: WFBM AM & TV Indianapolis—WOOD AM & TV Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

Represented by the

Katz Agency



Lamb Attorneys Hit FCC License Finding

COUNSEL for Edward Lamb last week detailed their replies to a recommendation by FCC's Broadcast Bureau that the license of WICU (TV) Erie, Pa., owned by Mr. Lamb, should not be renewed because he falsely denied ever having Communist ties.

Mr. Lamb's attorneys—former Attorney General J. Howard McGrath and Russell M. Brown—said in their 115-page brief that broadcaster-publisher Lamb has always been anti-communist and that, contrary to assertions of FCC attorneys, he has never hidden or misrepresented any past activities.

The controversy over Mr. Lamb centers around an eight-month-long hearing into his background [B•T, Sept. 20, 1954, *et seq.*]. In August both Lamb counsel and the Broadcast Bureau issued their proposed findings as a result of the hearing [B•T, Aug. 22].

As to whether Mr. Lamb was ever a member or contributed to any organization that he knew "advocated un-American principles, Communism, or violent overthrow of the Government of the U. S.," the Lamb counsel quoted from Judge Luther Youngdahl's opinion in United States vs. Lattimore:

"The substance of such crime is a defendant's lack of belief in the truth of his testimony as of the moment he made it. For a jury to conclude that perjury has been committed, in fact, it must determine what the words meant to the defendant at the time he offered them as his testimony, and then conclude that the defendant did not at the time believe in the truth of such testimony according to the meaning he ascribed to the words and phrases he used."

Messrs. McGrath and Brown repeated Mr. Lamb's denial of evidence elicited by certain witnesses and qualified the weight to be given to testimony of professional witnesses to avoid investing them "with an inexhaustible draft on the public treasury anytime their conveniently tailored recollections may be found to have a market."

The proposed findings and Lamb replies are intended for use by FCC Examiner Herbert Sharfman, who presided over the eight-month inquiry, in preparing an initial decision recommending either renewal or denial of Mr. Lamb's WICU (TV) Erie license.

Mayoral, Cortada Apply For Puerto Rican Channel

APPLICATION seeking ch. 7 in Ponce, Puerto Rico, was filed with the FCC last week by George A. Mayoral and William Cortada, who were among the founders of WJMR-TV New Orleans. Mr. Mayoral, formerly 15% owner of the WJMR-TV, is now executive vice president and general manager of the station. Mr. Cortada at one time held 35% stock interest in WJMR-TV.

A fortnight ago, Supreme Broadcasting Co., licensee of WJMR-TV and applicant for a new tv permit in Caguas, P. R., asked the FCC to shift ch. 7 from Ponce to Caguas to break a deadlock caused by Supreme and American Colonial Broadcasting Corp. applications for Caguas ch. 11.

At Ponce, Messrs. Mayoral and Cortada asked for an effective radiated power of 1.4 kw visual and 704 w aural with an antenna 199 feet above average terrain. The station construction cost was set at $56,100, first year operating cost at $67,200, and revenue for the first year at $90,000.

WGBI-TV PLANS HIGH-POWER UHF TRIO

Scranton uhf outlet signs half-million-dollar contract with GE for equipment for 'mother' outlet there and for WKOK-TV Sunbury and WRAK-TV Williamsport, with WGBI-TV and WKOK-TV to be 250 kw and WRAK-TV 25 kw. WGBI-TV's eventual plans: 2 megawatts.

MADGE MEGARGEE HOLCOMB, vice president of Scranton Broadcasters Inc., signs what General Electric calls "the largest contract ever signed for uhf broadcasting equipment." Witnessing are Paul L. Chamberlain (l), GE general manager of broadcast equipment, and Dr. W. R. G. Baker, vice president-general manager of GE's Electronics Div.

WITH the purchase of more than a half-million dollars worth of broadcast equipment from the General Electric Co., ch. 22 WGBI-TV Scranton is moving toward the goal of transforming the 250 kw station into "the world's most powerful broadcasting facility" and serving as the "mother" station to two new associate tv stations at Williamsport and Sunbury, Pa. The purchase was a three-station project.

The blueprint of this ambitious plan was announced Saturday, coincident with the signing of the contract. The contract, described as "the largest single order for uhf television broadcasting equipment ever signed," is the first step in a move to enable WGBI-TV to broadcast with 2 million watts and provide the Sunbury and Williamsport areas with their first local tv stations.

Mrs. M. E. Megargee, president of WGBI-TV, pointed out that new stations at Williamsport and Sunbury will extend further the Class "A" coverage of CBS-TV-affiliated WGBI-TV into areas which now depend on community antenna systems. The two associate stations will have their own local staffs and will originate up to three hours of local programs daily. They will pick up CBS-TV network shows from WGBI-TV.

The WGBI-TV portion of the contract includes a 45 kw transmitter and a 50-gain helical antenna combination for boosting radiated power to 2 million watts. In addition, the station will acquire specially designed, completely automatic switching equipment for push button changing of transmitter and antenna combinations. The station will be equipped to transmit network color programs.

The Sunbury station, WKOK-TV on ch. 38, has bought a GE 12 kw transmitter and a 25-gain helical antenna, giving an effective radiated power of 250 kw. The Williamsport outlet, WRAK-TV on ch. 36, will acquire a 1 kw transmitter and a 25-gain antenna for an ERP of 25 kw.

Mrs. Megargee noted that WGBI-TV has requested authorization from FCC to telecast experimentally, using the full 2 million watts of power. The station received approval to transmit at 1 million watts last January. In its latest application, WGBI-TV proposes to furnish the Commission with reports on the comparative effectiveness of increasing radiated power from a quarter-megawatt to a half-megawatt, one megawatt and two megawatts. Field measurements will be made by the station in cooperation with GE.

George Joy, president of WRAK Inc., said the Williamsport station should begin programming activities about 60 days after the FCC grants approval. Similarly, Henry R. Smith, secretary and general manager of WKOK-TV, believes that the station will be on the air sometime in the spring of 1956.

Both the Williamsport and Sunbury areas currently are cut off from tv signals because of high mountains separating the city from nearby major cities. They receive television only through community antenna systems.

A GE one-hop microwave system is planned to pick up the WGBI-TV signal 22 miles southeast of Williamsport for beaming to the WRAK-TV station transmitter, which will rebroadcast it. Studio and transmitter are expected to be located in the Lycoming Hotel, Williamsport, with the antenna mounted on a 100-ft. tower on top of the 10-story hotel.

At WKOK-TV, it is planned to have the WGBI-TV signal picked up directly, rather than via a microwave relay link. The WKOK-TV studio and transmitter will be located in a new building to be erected. The antenna will be mounted atop a 400-ft. guyed tower adjoining the building.

A CBS-TV spokesman said that a WGBI-TV official had discussed the rebroadcast project with the network but that no decision has been made. He pointed out that several CBS-TV affiliates, including KIMA-TV Yakima and KFBC-TV Cheyenne, fed network programs to satellite stations.

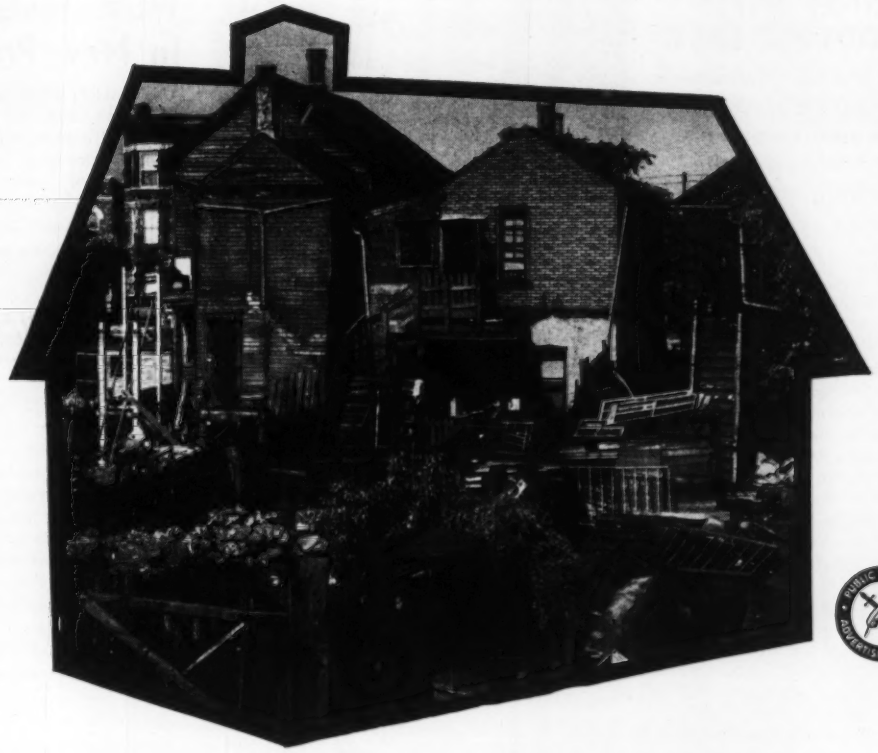
Myers Heads WNEM-TV

O. W. MYERS, vice president of Gerity Broadcasting Co. (WNEM-TV Bay City, WABJ Adrian and WPON Pontiac, all Mich.), has been appointed general manager of the company's Bay City outlet, WNEM-TV, James Gerity Jr., Gerity Broadcasting president, has announced.

MR. MYERS

Mr. Myers, who has been with the Gerity Co. for eight years, succeeds Harry E. Travis, who resigned to accept a position in Washington, outside the broadcasting industry.

Mr. Myers takes over his new duties immediately.



We have a house to put in order...

WE HAVE A HOUSE to put in order . . . and it's the house where America lives.

Of our country's many million homes, more than 1 out of every 10 are out-and-out slums. Nearly one-half of all American dwellings are in poor to "fair" condition, and urgently need basic repairs.

Something *must* be done—both to correct the slums of today and *prevent* the slums of tomorrow.

How do slums start? Usually just one house starts to slide downhill and soon a whole block changes. Pride is lost. Other houses are neglected, decay spreads.

So the 20 million homes in need of basic repair and improvements deserve equal attention. The time to stop the spreading blight of slums is *before it starts.*

What's your stake in stopping slums?

If you think your town is different, just look around you . . . If you think slums only affect persons who live in them, think again.

Slums raise taxes and lower property values of the whole town. They raise rates of crime, delinquency and disease. *Everyone* has a real stake in stopping slums. And *that includes you as a businessman.*

Your firm is certainly dependent on the welfare of the community where you do business. But it's more than good business—it's good citizenship to take part in efforts aimed at civic improvements. It's the *responsibility* of every business.

What can your firm do? The answer to America's housing problems starts with individuals. But to roll back slums is such a big job it's going to take more than individual effort. It will need the cooperation of your business and many others.

Some slums should be torn down and a fresh start made. Others can be remodeled and made to conform to better living standards. So it is up to you to support every sound program which seeks adequate housing for all our people.

New help is now available

There is a new national, non-profit organization called A.C.T.I.O.N.—The American Council To Improve Our Neighborhoods—which is designed to help all individuals or groups interested in putting America's house in order.

Send for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It lists booklets, research, check-lists, and other material which can help you. Address P. O. Box 500, Radio City Station, New York 20, N. Y.

ACTION

American Council To Improve Our Neighborhoods

RADIO-TV SHINES AGAIN AS NEW FLOODS HIT EAST

Networks and stations demonstrate once more their superiority as on-the-spot communications media with up-to-the-minute reports from inundated areas.

RADIO and television networks and stations were provided with another opportunity to demonstrate their pre-eminence as on-the-spot communications media when floods ravaged the northeastern part of the country for several days through last Monday.

From the time the emergency developed on Oct. 15, networks and stations carried frequent reports of latest developments. Many stations and all radio-tv networks assigned special reporters to hard-hit areas to gather and broadcast eyewitness accounts. Aside from coverage of the flood itself, stations presented frequent bulletins on the weather, road conditions and train schedules for the benefit of the thousands of commuters to New York.

Highlights of flood coverage as reported to B•T included:

Three CBS Radio correspondents—Douglas Edwards, Richard C. Hottelet and Walter Cronkite—were stranded in Connecticut over that weekend. Mr. Edwards was unable to return to New York to do his noon broadcast last Monday, but managed to reach Hartford where he broadcast a telephone report of flood conditions in the state. Mr. Hottelet, the network's Bonn correspondent on visit to the U. S., was picked up by helicopter and flown to New York for an appearance on a special tv show.

NBC news cameramen recorded the rescue of an expectant mother and several elderly ladies in flooded Stamford, Conn., on Oct. 16. Films of the rescue were shown the same night on the network's WRCA-TV New York and on NBC-TV news programs the next day. NBC-TV began broadcasting storm warnings as early as the night of Oct. 14. Gabe Pressman, WRCA roving reporter, visited the Connecticut and Westchester areas on Oct. 15-16, phoning in reports for use on NBC Radio's *Monitor*.

ABC-TV's WABC-TV stepped up its news of flood developments on Oct. 16 and last Monday by carrying special bulletins and periodic news summaries. In addition to regular newscasts, the station carried seven special programs on Oct. 16. WABC New York remained on the air all night Oct. 16, and presented special bulletins and programs, with the assistance of affiliates in flood areas. Contributors to the flood report were WGTH Hartford, WEAN Providence, R. I., WARM Scranton, WKIP Poughkeepsie, N. Y., and WSPR Springfield, Mass.

WKNB-AM-TV New Britain, Conn., launched their coverage on Oct. 15 and signed off at midnight, but as the storm became fiercer, the outlets' personnel was summoned back a few hours later. From 4:30 a.m. until after 11 p.m. on Oct. 16, the stations remained on the air with a steady stream of news flashes, bulletins, surveys and taped interviews with officials and rescue workers. Capping the coverage was an exclusive film of the flood story. Much of the news was simulcast to obtain the most rapid and widest listener-viewer spread.

Last Monday at 5:05 a.m. WCBS New York broadcast a "Commuter Special" program, with a hookup into the Grand Central Station, from which arrivals and departures of trains to and from the flooded areas were announced on the air. Jack Sterling, early morning d.j., who lives in Connecticut, was unable to reach New York, and arranged to broadcast his Monday program from WSTC Stamford. Singer Bob Haymes, who lives in Westport, was marooned at his home last Monday, and Bob Hite substituted for him.

WRCA New York last Saturday presented a special documentary about the Connecticut floods (6:35-7 p.m.), titled "What About the Next Flood?" The program was to be based on tape-recorded material gathered in Connecticut by roving reporter Gabe Pressman and reporter John Wingate.

(For earlier report from other stations in the flood area, see page 97).

ERWIN ROSNER (second from left) receives joint congratulations for being named WPEN Philadelphia general sales manager from (l to r) William H. Sylk, president; William B. Caskey, vice president-general manager, and Harry Sylk, vice president, all WPEN executives. Mr. Rosner formerly was WPEN local sales manager.

"Sorry, but they're all listening to KRIZ Phoenix."

Austin, San Antonio Stations Cover Senate Narcotic Hearing

KTBC-AM-TV Austin claim to be the first Texas stations to originate live simulcast coverage of a U. S. Senate Committee investigation.

The occasion was the opening in Austin Oct. 12 of hearings into the narcotics traffic in Texas, presided over by Sens. Price Daniel (D-Tex.) and John Marshall Butler (R-Md).

WOAI-AM-TV San Antonio originated pickups from the federal courtroom in that city when the hearings switched to San Antonio Oct. 13-14.

WLW to Cover World In New Program Plan

AN AMBITIOUS undertaking in radio programming will be launched Nov. 6 when Crosley Broadcasting Corp. and its WLW Cincinnati introduce *The World Now* show, a potpourri of music, weather reports, on-the-spot news, features and special events which will take listeners all over the world.

A new building being constructed in downtown Cincinnati, to be known as Comex (Communications Exchange), will serve as control center for the new program, housing latest electronic equipment and a full staff of specialists. The exchange will operate on an around-the-clock basis.

A special plane will be based at Cincinnati's Lunken Airport, ready to go after on-the-spot reports from distant places, and a mobile unit, equipped with telephone, two-way radio, tape recorders and remote broadcast units, will be ready to cover local news stories as they are happening. Besides its New York and Washington correspondents, "stringers" located in key cities will feed reports to *The World Now*.

The new show will be kicked off with extensive publicity using radio-tv, magazines, newspapers, car cards, etc. A $35,000 contest will back up the promotion.

The inaugural program will feature NBC and WLW stars, state and civic leaders and expected participation of the governors from the four-state area. The kick-off program will be fed to NBC's *Monitor*.

Broadcasting Boosts Meredith's '55 Revenue

ANNUAL report of the Meredith Publishing Co. for the fiscal year ending June 30 showed that broadcasting properties accounted for major portion of the company's gain in revenue.

The broadcasting revenue of $7,318,724 for 1955 was 17.1% of the firm's total revenue, compared to $5,236,736 and 12.7% for 1954. Meredith's broadcasting properties, consisting of WOW-AM-TV Omaha, KPHO-AM-TV Phoenix, KCMO-AM-TV Kansas City and WHEN-AM-TV Syracuse, N. Y., have a total value of $3,435,708.

WXIX (TV) Has Record Month

WXIX (TV) Milwaukee reports an average increase of 24% for national spot and local business combined during the four weeks ending Oct. 1 over the previous record high month of August. The CBS o&o outlet claimed a 23% boost in local business and 25% in national spot. Separate weeks showed as much as 11% and 9% increases. WXIX (ch. 19) is the network's first uhf station.

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families

NAIL DOWN THIS RICH MARKET!

1954 Consumer Markets—SRDS
See FORJOE & CO.

WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

WOR-TV Increases Rates, Adds Three to Sales Staff

AN INCREASE in rates ranging from 25% to 110% at WOR-TV New York was announced last week by Gordon Gray, general manager, who also reported the addition of three salesmen to the WOR-TV sales staff.

Mr. Gray observed that this represents the first rate increase since November 1952 and reflects "tremendous audience gain and spectacular upgrading in programming." He reported that billings are up 82% for the first nine months of 1955 over the corresponding period of 1954. This increased sales activity, he continued, prompted the addition to the sales staff of George Pamental and Warren M. Morton to the New York office and of Robert Bastian to the Chicago office.

The increase in rates, according to Mr. Gray, affects all time periods. As examples, the one-minute rates have been increased in class A time by 67%; class B 110% and class C 110%. For 10-second announcements, the rates have been increased by 60% in A and B time periods and 50% in class C.

Mr. Pamental, who has been added to the New York sales staff, formerly served NBC and the Fletcher D. Richards agency in sales capacities. Mr. Morton formerly was with ABC-TV and the Crosley Broadcasting Co., and Mr. Bastian held various sales posts in the manufacturing field in the Midwest.

Eugene Hill Named Manager Of WGTO Haines City, Fla.

EUGENE D. HILL has been named manager of WGTO Haines City, Fla., by KWK Inc., owner of the new station. Mr. Hill began his radio career in 1940 at age 17 as a combination announcer - engineer for WRUF Gainesville, the U. of Florida station. He has been general manager - sales manager of WORZ Orlando, Fla., since it went on the air in 1947.

MR. HILL

He is a director of the Central Florida Advertising Club and past chairman of the Orange County National Foundation for Infantile Paralysis.

Equipment Damage Slows WSAV-TV Construction

CONSTRUCTION of WSAV-TV Savannah was brought to a standstill last fortnight when a heavy piece of transmitter equipment being hoisted to the top of the Liberty National Bank Bldg. fell to the ground and was damaged beyond repair. The equipment was custom built for the ch. 3 outlet by RCA, which stated it will take three to four weeks to replace.

WSAV-TV had started construction, notwithstanding the appeal of WJIV Savannah against the FCC grant [B•T, Oct. 17]. Harben Daniel, general manager, said that WSAV-TV had arranged to use new steel "sleeves" on top of the bank building in order to comply with the condition on the grant which forbade use of existing sleeves. He also reported the station would be affiliated with NBC-TV.

JOHN McLENDON (r), owner of WKDL Clarksdale, Miss., which went on the air early this month, hands the studio keys to his new manager, Charles M. Quillian. At left is William A. Duke, assistant manager-program director. Mr. Quillian comes to WKDL from KHMO Hannibal, Mo.; Mr. Duke was with KDSX Denison, Tex.

Hodges Named KMAP Head

JIM HODGES, commercial manager of KWSO Wasco, Calif., has been named manager of KMAP Bakersfield, Calif., new station due to go on the air in about a month, Morrie Mindel, owner, announced last week. Mr. Mindel, whose Bakersfield station will operate on 1490 kc with 250 w, also owns KGST Fresno.

KFI Tells Defense Officials It Won't Air CD Records

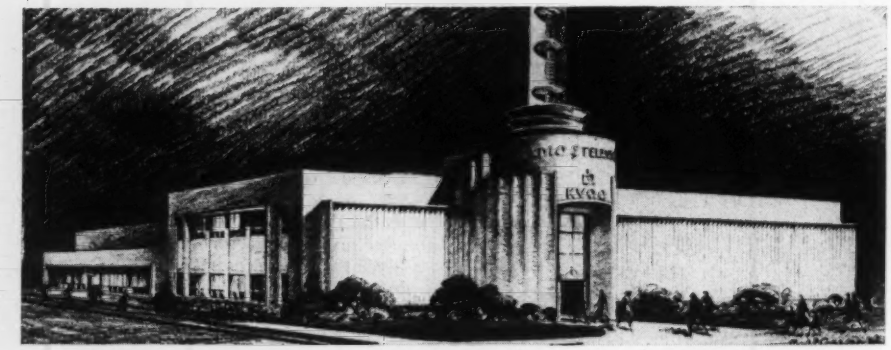
KFI LOS ANGELES has advised civil defense authorities it will not broadcast records supplied for use during an enemy attack because they are out of date. A 50 kw NBC affiliate on 640 kc, the station assured civil defense it will cooperate in its Conelrad engineering function but in the event of an alert will switch to civil defense headquarters for programming. KFI explained that the records on hand ask citizens to go underground, which is all right for an atomic attack, but not suited for an H-bomb attack in which complete evacuation is the present policy. Civil defense frequencies are 640 and 1240 kc.

WCUE's Spot Rises

INCREASE of 46.3% in national spot billings for September 1955 over the same month in 1954 was the highlight of a nine-month financial report released by WCUE Akron, Ohio. For the full nine months, ending Sept. 30, total station billings were up 16.65% over the same period of 1954. Increases broke down as follows: Local, 13.69%; regional, 27.86%, and national, 22.08%.

WAUG Increases Power

USING a new RCA transmitter, WAUG Augusta, Ga., boosted its power from 250 w to 1 kw Oct. 8. The station, operating on 1050 kc, reports the transmitter has worked perfectly since its installation, without a single minute of lost air time.



ARCHITECT'S drawing of new offices and studios for KVOO-AM-TV Tulsa, scheduled for early June completion. The Tulsa stations' Broadcast Center will cost $1 million.

KVOO-AM-TV Tulsa Begins $1 Million Construction

WITH a June 1956 completion date planned, construction has started on Broadcast Center, a $1 million building to house KVOO-AM-TV Tulsa, at 37th and Peoria.

The building will feature a 190-ft. lighted aluminum tower and two walls will be constructed of louvred porcelain. The television studios will be equipped for color telecasting and special displays with a 25-ft turntable. Client-viewing rooms will be included for both broadcasting activities.

The ch. 2 outlet went on the air Dec. 5, 1954, and is operating with 100 kw from temporary studios at Fourth and Denver. KVOO, 50 kw on 1170 kc, has had studios in the Philtower since 1934.

NBC Spot Sales Stations Open Clinic in N. Y. Today

FOURTH ANNUAL promotion-merchandising-publicity clinic of stations represented by NBC Spot Sales will open in New York today (Monday) and continue through tomorrow (Tuesday). The clinic will consist of informal sessions, during which promotion, merchandising and publicity managers will exchange ideas and report on results in the field since a similar meeting a year ago in New York.

Thomas B. McFadden, vice president of NBC Spot Sales, and Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales, will greet clinic members at the opening session. NBC Spot Sales personnel who will serve as co-chairmen of the meeting are Mort Gaffin, new business and promotion manager; Wilbur Fromm, advertising manager; Max E. Buck, merchandising director, and Don Bishop, publicity director.

Both Radio, Tv Business Boom at NBC o&o Outlets

AS FAR as NBC's owned & operated stations division is concerned, local radio and tv business is still rising. Charles R. Denny, vice president of the o&o division, reported last week that local radio sales jumped more than 44% between September 1954 and September 1955, and that tv sales were 36% above September 1954.

Leading in radio sales was WMAQ Chicago with an increase of 121%, followed by KNBC San Francisco, which reported a gain of 57%. For the first nine months of 1955 as compared with the same period in 1954, WTAM Cleveland showed the biggest increase with more than 39%, closely followed by WMAQ's 38%.

In tv local sales, KRCA (TV) Los Angeles led the group with an increase of 64%, but WRC-TV Washington was right behind with a gain of 63%. For the first nine months of 1955, KRCA again led the division with an increase of more than 32% over 1954, followed by WRCA-TV New York, which registered a jump of more than 17% over last year.

NBC o&o stations included in the report by Mr. Denny were WRCA-AM-TV New York, WRC-AM-TV Washington, WTAM and WNBK (TV) Cleveland, WMAQ and WNBQ (TV) Chicago, KRCA Los Angeles and KNBC San Francisco.

Color Rate Card Issued By KTLA (TV) Los Angeles

KTLA (TV) Los Angeles has issued a new rate card devoted exclusively to color programming, according to Klaus Landsberg, general manager of the ch. 5 outlet.

The card shows that a color program of 30 minutes will cost the sponsor $500 added to regular time and facility rates and $750 extra for a one-hour program. The station claims it is the first commercial rate card devoted exclusively to color.

WFIL-TV Sets New Rates

WFIL-TV Philadelphia has issued Rate Card No. 13, which became effective on Oct. 15 and raises one-time Class A one-hour-program (live and film) rates to $2,875 from a former $2,400.

Announcements, from 20 seconds to one-minute on a one-time basis in Class A time cost $575. Frequency discounts on weekly program strips remain 5% for 26 consecutive weeks up to 10% for 52 consecutive weeks.

Edward MacWilliams Dies

EDWARD N. MACWILLIAMS, 69, retired vaudeville and radio star, died at his home in Virginia Beach, Va., Oct. 14. Mr. MacWilliams pioneered in the question-and-answer quiz program field while with WJSV, now WTOP, Washington. In the 1930's he conducted *Askit Basket* for CBS and *Uncle Jim's Question Bee* for NBC.

New WAPG Names Staff

PERSONNEL have been announced for WAPG Arcadia, Calif., which went on the air Sept. 21. Martin J. Begley Jr. was named station manager, G. Kelley Lyons sales manager, Jack S. Chambers news director, Phillip Hull sports director and Adella L. Robertson women's director. WAPG is owned by H. F. McKee and operates on 1480 kc with 1 kw.

New Owners Name Page KGWA General Manager

PUBLIC Broadcasting Services Inc., new owner of KGWA Enid, Okla., has named Allan Page president-general manager. Other corporate officers named were T. R. Warkentin, vice president and R. H. Drewry, secretary-treasurer.

Mr. Page is a veteran Oklahoma broadcaster, having served with KVOO Tulsa, KOMA Oklahoma City and for six years as manager of KSWO Lawton. Just prior to joining KGWA he was with the Taylor Broadcasting Co. as commercial manager of KRGV-AM-TV Weslaco, Tex., and KANS Wichita, Kan.

REPRESENTATIVE APPOINTMENTS

KAFY Bakersfield, Calif. (formerly KBAK), names Daren F. McGavren Co., San Francisco, regional representative for that area.

KTVO Ottumwa, Iowa, names The Bolling Co., N. Y., exclusive national sales representative.

WDOK Cleveland, Ohio, appoints H-R Representatives Inc., N. Y., for national sales, effective this month.

STATION PEOPLE

William L. Kost, sales manager, WRDW-TV Augusta, Ga., to WABC-TV New York as account executive. Mr. Kost also served with TPA, syndicated film, and with Headley-Reed Inc., representatives.

E. A. Hassett Jr., WMT-TV Cedar Rapids, Iowa, national sales director, to KDUB-TV Lubbock, Tex., in similar post replacing **George Collie,** resigned. Mr. Hassett was formerly with WFMY-TV Greensboro, N. C.

MR. HASSETT MR. LARSON

L. A. Larson, WISN-TV Milwaukee commercial manager, named assistant manager, WISN-AM-TV, to continue commercial tv duties. **George Inghram,** city sales supervisor, appointed WISN-TV local sales manager. **Ann Fitzsimmons,** WISN-TV film department, assumes film directorship.

Jerry Gordon, general manager, Muzak Corp., Washington, D. C., appointed national sales manager, KCSJ-TV Pueblo, Colo. **Jim Croll,** Colorado Education Assn. public relations specialist, to KCSJ-TV as local sales manager.

Stuart Nathanson, assistant production manager, KIMA-TV Yakima, Wash., to station satellite KEPR-TV Pasco, Wash., as production chief. **Robert Parnell,** KIMA-AM engineer, to KEPR-TV as chief studio engineer. **Hal Millen,** Yakima newspaperman, to KIMA-TV as production assistant, succeeding Mr. Nathanson. **James Hinrichs** to KIMA-AM sales and **Kay Lamb** to KIMA-TV as traffic assistant.

Joe Ayares, WTTM Trenton, N. J., news editor, promoted to director of news and special events,

succeeding **Arnold Snyder** who is joining ABC news staff in New York.

Dick Jensen, WCCO-TV Minneapolis-St. Paul national sales representative, promoted to regional sales representative for Iowa, Wisconsin, Minnesota. **Doug Peterson,** WCCO-TV sales representative, to post vacated by Mr. Jensen. **Bob Phelps** to WCCO-TV sales service staff. **Merle Bjork,** WLOL Minneapolis chief engineer, to WCCO-TV as cameraman-engineer.

John H. Kimball Jr., commercial manager, WTAO Boston, to WEEI Boston with CBS sales.

Paul E. Johnson, United Film Service Chicago office head, to KGW Portland, Ore., sales staff.

George G. Steele Jr., WCAU-TV Philadelphia production staff, to station sales department.

Richard H. Gravett, KFRC San Francisco sales staff, to KNBC same city, as account executive on local sales staff.

Ben Slack, Tucson, Ariz., to KANG-TV Waco, Tex.

Tom Hays, district sales manager for *Life* magazine, to KTBC Austin, Tex., sales staff.

Bill Enis, KELP El Paso, Tex., disc jockey, to KNOE Monroe, La., as program director.

MR. ENIS

Alan I. Alford, formerly with WEEK-TV Peoria, Ill., appointed continuity and promotion director of WLPO La Salle, Ill.

Al Chioda, Westchester County Publishers Inc., White Plains, N. Y., advertising sales staff to WFMY-TV Greensboro, N. C., as promotion director. He was formerly with WLWC (TV) Columbus, Ohio.

Thomas C. Sawyer, WWOR-TV Worcester, Mass., program manager, to WMUR-TV Manchester, N. H., as production manager.

Marty Mogge, of former *Lone Ranger* production staff, to WXYZ Detroit as publicity director.

Fritz Egger, previously with stations in California and Nevada, to KRWC Forest Grove, Ore., as program director, succeeding **C. S. Sherman** who has been promoted to commercial manager. **Rod Woita,** musical director, Pacific U., Forest Grove, to KRWC as record librarian and disc jockey. **John Knipe** appointed western record librarian and disc jockey.

Kit Tyson, *TV Guide* magazine Baltimore representative, to WBAL Baltimore as assistant program manager. She previously was with WBAL-AM-TV as writer and performer.

Andrew W. Hilger to KCIM Carroll, Iowa, as news and sports director.

Donald Mac Isaac, WBSN New Bedford, Mass., to WKNY-TV Poughkeepsie, N. Y., as sales representative and sports announcer.

Jane Baker, KGO-TV San Francisco, to KNTV (TV) San Jose, Calif., as director of women's activities, with daily half-hour program.

Jack Barry, program director, WDOT Burling-

MACHLETT Now Makes Available a new 5736 electron tube for . . .

Final Stage 5 kW FM Transmitters

Driver Stages 5 kW and 50 kW AM Transmitters

Driver and Final Stages H.F. Communications Transmitters

The Machlett 5736 sets a new standard of reliability for this broadcast tube—the ML-5736 incorporates these design improvements:

- **Precise and stable alignment of electrodes:** for uniform operation, and to prevent cathode-grid shorts
- **Brazed radiator construction:** to eliminate hot-spotting and its effects
- **The Machlett quick "seal-in" process:** (The final "seal-in" of the tube is made in seconds by R-F heat, rather than in minutes by conventional flame heat.) to assure contaminent-free, stress-free tube: and to assure non-poisoned cathode

MAKE YOUR NEXT REPLACEMENT — The ML-5736

(Replaces directly any make 5736) . . .

Distributed by GRAYBAR

Available nationally from the Graybar Electric Company

MACHLETT MACHLETT LABORATORIES, INC., SPRINGDALE, CONN.

ton, Vt., returns to WPEN Philadelphia for daily show and other assignments.

Constantine Tsavalas, senior engineer, WGBB Freeport, N. Y., appointed chief engineer.

Miriam Stevenson, Miss Universe of 1955, to WIS-TV Columbia, S. C., making her debut Oct. 31 as hostess on 7 p.m. variety-talent search show, will have afternoon program for women beginning Nov. 14. Miss Stevenson, South Carolina farm girl, turned her back on Hollywood career last year after her international victory, returned home to Winnsboro and home economics studies at Lander College, Greenwood, S. C., where she was graduated last spring.

MISS STEVENSON

Syd Gathrid, Philadelphia *Daily News* critic-columnist, to WPEN Philadelphia as producer-director and public relations manager of *950 Club,* teenage show.

David K. Martin, Holland Adv. Co., Omaha, to KFAB Omaha news department as city reporter. **Elinor Seletos,** U. of Omaha student, to KFAB as night studio receptionist.

Peter Sterne, CBS-TV production staff, to KNXT (TV) Hollywood *Panorama Pacific* show as program coordinator. **Georgia Ingels,** N. W. Ayer Adv., Hollywood, to *Panorama* as script girl.

Dick Holbrook to WPRO-TV Providence, R. I., studio operations staff.

Patrick J. Romano to WMGT (TV) Pittsfield, Mass., as staff announcer.

Joe Graydon, KABC-TV Los Angeles singing personality, to KFMB-TV San Diego, Calif. Bill Green Trio, San Diego, will be in cast of hour-long *Joe Graydon Show.*

Roberta Jennings, recent Missouri U. journalism graduate, to KLZ-AM-TV Denver as promotion assistant. **Al Parry,** KKTV (TV) Colorado Springs, **Ward Crowley,** KGGM-TV Albuquerque and **Al Bodney,** Boise, Idaho, all to KLZ sales staff. **John Connors,** Betz Adv., Denver, to KLZ as sales-program coordinator. **Stan Brown,** KKTV, to KLZ-AM-TV news staff.

Richard V. Rozman, Creighton U. (Omaha) senior, to WOW-TV Omaha promotion department.

Harvey Morris, WMGE Madison, Ga., disc jockey, to WBIA Augusta as morning man.

Claude Boone, song composer ("Wedding Bells"), to staff of WNOX Knoxville, Tenn., *Midday Merry-Go-Round* and *Tennessee Barn Dance.* **Herb Marks,** WJBF (TV) Augusta, Ga., to WNOX production staff.

Joseph L. Tinney, executive vice president, WCAU Philadelphia, back from five-week European tour.

Dennis Kane, WPTZ (TV) Philadelphia director, father of twin girls. **Fred E. Walker,** WPTZ publicity director, father of girl, Catharine Kim.

O. L. Smith, WNOX Knoxville, Tenn., station director, appointed to three-year term on American Automobile Assn. board of directors.

ABC'S 'SOUNDS' GETS AGENCY ONCE-OVER

Radio network's new concept of programming previewed by agency executives at Thursday luncheon in New York.

SOME 200 agency executives last week got a preview of ABC's new "New Sounds for You" concept of radio programming [B•T, Sept. 26], which President Robert E. Kintner said involves the largest expenditure ABC has made in radio since the advent of television in 1948.

At almost the same time, the network announced that General Motors' Buick Div., through Kudner Agency, New York, had signed for four five-minute segments in the kickoff programs of the series Wednesday night.

The new programming will consist of highly diverse fare—somewhat like NBC's *Monitor*—but will be presented in uniform 5- or 10-minute segments, with programming of the same type being presented at the same time each night. At the outset the "New Sounds" programming will go into the 7:30-10 p.m. EDT period Mondays through Fridays, but the concept may be expanded later to other hours.

President Kintner said ABC felt that networks and also advertisers and agencies had failed to adjust, since television's rise, to a situation which, while including television, also still has radio as an important factor. The new concept, it was made clear, was designed to introduce "new sounds for a *new audience*—today's *radio* audience in the *television* home."

Mr. Kintner told the agency group, who previewed the concept at a luncheon Thursday at the Hotel Pierre in New York, that he could not say flatly that the new plan was "right." But, he said, "we do believe we're on the right track."

Durgin Traces Growth

Don Durgin, ABC director of sales development and research, traced the growth of radio and tv—which he projected to include nine television sets, 18 radio receivers and seven car radios for every 10 homes by 1957—and presented details of the "new sounds" plan.

The plan encompasses five 25-minute segmented programs and five 5-minute newscast strips in the evening hours from 7:30-10 p.m., all in fixed time periods each night.

Each of the five 25-minute segments will have a different theme. At 7:30-55 there will be "Events of the Day," consisting of "Today's Sensational Story," "Inside Washington," "Transatlantic Exclusive," "Personality of the Day," and "The News and You" in consecutive five-minute segments each night. The second 25-minute unit will deal with "The World and You" and similarly will be made up of regularly scheduled segments, interviews, trips to noted spots, etc. The same is true of the succeeding units: "Your Better Tomorrow" at 8:30 (philosophy, marriage and family counsel, etc.); "Soundmirror" at 9 (interviews, famous voices of past years, etc.), and "Offbeat" at 9:30 (humorous and unusual developments, readings, etc.).

There will be some exceptions to the "New Sounds" programming to accommodate existing commercial shows. For instance, *Voice of Firestone* will continue to be heard at 8:30-9 p.m. Mondays and Admiral Corp.'s *Life Is Worth Living* will be carried at 8:30-8:55 Tuesdays.

Mr. Durgin explained that the "New Sounds" programming is being offered for sale in individual segments, "exactly as it is programmed." Two five-minute segments a week cost the advertiser $1,600 gross; three a week, $2,400; five, $4,000; ten, $7,500; fifteen, $10,500. The ten-minute segments are priced at exactly double the five-minute segment rate.

A separate unit is being set up within the network program department to handle the "New Sounds" programming. Drex Hines, with ABC since 1953, is executive producer, and Nancy Mazur is assistant to him. Others named to the new sounds staff: Fred Sheehan, who will be news and special events producer; Bill MacCallum, production manager; Richard R. Rendely, Beth Hollinger, James Colligan, and Robert J. Clarkson, unit producers.

Charles T. Ayres, vice president in charge of the ABC Radio Network, presided over Thursday's luncheon.

Pontiac Changes Mind On Two Network Shows

IN a sudden switch of plans, Pontiac Motor Div., General Motors Corp., last week cancelled its planned sponsorship of *Project 20* series (three shows) on NBC-TV and *See It Now* (two shows) on CBS-TV because of a "budgetary misunderstanding." The latter program is expected to start this season on Wednesday while the *Project 20* series was to be launched next month but now is expected to be delayed until January.

Pontiac signed for sponsorship of the series assuming that both programs would go on the air in 1956, an agency executive told B•T, but discovered that both shows were due to start this year, before Pontiac's 1956 budget was ready.

No official reason, other than the budgetary one, was given to either network for the cancellations, it was understood.

NBC-TV, however, was not too unhappy by the cancellation, since that network is currently in negotiation with Electric Companies of America, which is understood to be interested in underwriting nine programs instead of the three Pontiac would have sponsored. N. W. Ayer & Son, New York, agency for the Electric Companies, is expecting a positive decision late this week.

Meanwhile CBS-TV has an industrial chemical account interested in participating in the Ed Murrow *See It Now* series, but its starting date would not be for the opening show.

Another possible factor in Pontiac's backing

DODGE Div. of the Chrysler Corp. has signed for full sponsorship of the Cotton Bowl football game from Dallas, on NBC-TV Jan. 2, 1956. Closing agreement are (l to r): George H. Frey, vice president in charge of NBC-TV network sales; William J. Martin, NBC-TV salesman, and Jack W. Minor, Dodge advertising director.

out of both programs may have been the prospect of controversial material in the scripts on the shows. Mr. Murrow's first show was to deal with the vice presidency in documentary treatment; there was some feeling this might cause embarrassment in view of the President's recent heart attack. The first of the series for *Project 20* dealt with the Russian Revolution in 1917 in a documentary manner.

MacManus, John & Adams, New York, is the agency for Pontiac.

McAvity Cites 'Spectacular' Audiences for Big Tv Shows

NBC-TV's fall series of spectaculars are capturing "spectacular" audiences, according to Thomas A. McAvity, vice president in charge of NBC-TV.

Asserting that 60 times as many people—30 million—saw last Monday's production of "Cyrano de Bergerac" on *Producers' Showcase* as saw the 1946 and 1953 Jose Ferrer Broadway productions, Mr. McAvity commented: "It is rewarding and gratifying proof to NBC that its presentation of vehicles generally considered to be serious entertainment are so enthusiastically received."

NBC-TV spokesmen also said that the Nielsen report for "The Skin of Our Teeth" showed 10,847,000 homes and 30 million people to have been reached by the telecast. "Our Town," presented on the Sept. 19 *Producers' Showcase,* was seen by an estimated 29 million viewers.

These figures, Mr. McAvity declared, indicate that programming taste in general is being increasingly upgraded through "NBC's concept of 'making the average man the uncommon man.'"

NBC's Eiges Lauds Radio-Tv As Public Relations Tool

RADIO and television are "the most challenging of the media" for a public relations practitioner, and, though complex, they are also the "most rewarding" as far as campaigns go, Sydney Eiges, vice president in charge of press and publicity for NBC, says in the 10th anniversary issue of the *Public Relations Journal,* published by the Public Relations Society of America, New York.

In his article Mr. Eiges advised public relations counselors to use radio because it is "becoming a more personalized medium, tending towards programs of debate, discussion and conversation," providing an even wider forum for discussion of public relations ideas.

Other points made by Mr. Eiges: though network placement may be impressive, local stations, because of their size in coverage, assure the deepest penetration; more and more industries are cutting down the margin between institutional advertising and public relations through air media, and one depends on the other; sponsorship of new and precedent-breaking tv programs helps to win friends in the community, and lastly, institutional motion pictures, produced to standard tv specifications, will afford public relations people the use of as many as 200 stations.

TV AUDIENCE ACCEPTS USE OF OFFBEAT WORDS

Original Hemingway dialogue in NBC-TV's presentation of 'The Battler' brings no rash of public protest.

ONE "hell," at least one "damn," and one "honest to God" got into NBC-TV's production of "The Battler" last Tuesday night and, according to network spokesmen, caused not a stir from the viewing audience.

Officials explained that it was deemed necessary in the context of the play to keep at least some of the original dialogue from Ernest Hemingway's story and that the ordinarily avoided words and phrases that were retained were not used in a "profane" sense. Many others were cut out.

They also released an interdepartment memo, written some months ago by Stockton Helffrich of the continuity acceptance department, spelling out guideposts as to when to allow "damn." The memo said in part:

". . . We've had some letters suggesting that a use of the word 'damn' is unthinkable in broadcast material no matter what the circumstances, the context, the hour of broadcast, etc. Don't anybody get the idea the bars are down in this always delicate area of public relations.

"The context of certain language not only has to be just right but supportable both in public relations terms and even legally. To be sure things don't get out of hand a broadcaster has to reserve to himself, without meaning to be arbitrary about it, the right to decide where certain words are acceptable and how close a saturation point for the audience has been reached in accepting them."

The memo quoted from a reply which it said NBC had sent to a protesting minister from Portsmouth, Ohio:

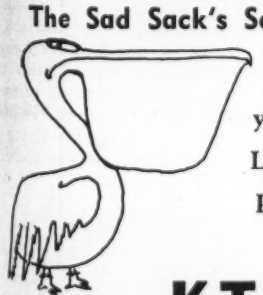
"While generally speaking excess realism of any sort which might be offensive is avoided on our facilities, we do from time to time in very specific context and for purely artistic reasons feel the expression of strong emotions sometimes justifies carefully handled exceptions. Our understanding of the regulations which govern broadcasting is that an expletive use of certain words borders on profanity if such use seems to be an 'imprecation of divine vengeance' or seems to 'imply divine condemnation.' I am quoting in each case from a U. S. court decision. The words 'damn' and 'hell' appear often in British films released in this country but considerably less in American output whether it be in the motion picture area or in broadcast material. . . ."

AB-PT Quarterly Report Shows Profit Increase

ABC Division of American Broadcasting-Paramount Theatres Inc. showed a "marked improvement in the third quarter, operating at a profit this year as against a sizable loss in the same period of 1954," according to AB-PT's third quarterly report, issued last week by President Leonard Goldenson.

The estimated net operating profit of AB-PT after taxes for the first nine months of this

The Sad Sack's Socko!



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Nat'l. Rep.

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KNOK FT. WORTH-DALLAS formerly KWBC
WMRY NEW ORLEANS

1 order delivers the Negro Population of the South's 3 Largest Markets ...cuts cost, too!

negro radio South

Gill-Perna, Inc., Nat'l Representatives
Lee F. O'Connell, West Coast

MAGNIFY YOUR SALES IN THIS STABLE $140,000,000.00 MARKET

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University City
Rich Lumbering and Agricultural Area

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year is 68% ahead of the same period last year—$5,254,000 as compared with $3,127,000. This gain was reflected in the $1.20 per share dividend declared on 4,137,993 shares outstanding as compared with 68 cents per share on 3,967,493 shares outstanding at the end of the same period of 1954. Net profit after taxes for the 1955 third quarter was $1,889,000 or 43 cents per share as compared to $1,373,000 or 31 cents per share for the third quarter of 1954.

ABC-TV Names Gillogly Eastern Sales Manager

WILLIAM C. GILLOGLY, ABC-TV's central division account executive will assume the position of network eastern sales manager in New York, Slocum Chapin, vice president in charge of sales for ABC-TV, announced last week.

MR. GILLOGLY

Mr. Gillogly, who fills a position vacant for over a year, reports to Charles R. Abry, ABC-TV national sales manager, Oct. 31.

Prior to joining ABC in August 1951, Mr. Gillogly served in a sales capacity with WOW-AM-TV Omaha. A World War II Marine veteran, he attended Notre Dame U. and graduated from Colgate U.

M-G-M Tones Down Tv Plugs

ABC-TV reported that Metro-Goldwyn-Mayer has taken steps to see that "plugs" for the picture company on *The M-G-M Parade* (ABC-TV, Wed., 8:30-9 p.m. EDT) are reduced in number and modified in tone. Though there have been reports of viewer complaints about exploitation for M-G-M's motion pictures on the tv program, an ABC-TV spokesman said M-G-M "is responsible for cutting down on the 'plugs.'"

Taylor Defends Standards Of Network, Advertising Men

DEFENDING network executives, advertising men and radio-tv producers as editors of sorts and "privately answerable to God," Davidson Taylor, NBC vice president in charge of news and public affairs, asserted last week that most of these editors whom he has met in mass communications "are good people, not bad. They want to do serviceable things and are opposed to doing harm."

Mr. Taylor appeard on a radio-tv panel at a "Church and Work Congress" held Wednesday through Friday in Albany, N. Y., by the Albany Diocese of the Protestant Episcopal Church. FCC Comr. Robert E. Lee was a member of the panel at which Mr. Taylor spoke.

Mr. Taylor said he knew of no responsibly placed "editor" who "regards his public simply as customers to be exploited." Nor did he know of any such editor, he added, who was truly "satisfied with the discharge of his rsponsibility." Reasons for this lack of satisfaction, he said, include problems arising from the expense of mass communications, which can lead to the choice of "giving the public what it wants" or "what we think they should have;" insufficient numbers of "creative people who have not only quality but popular acceptance . . . who can write for and speak to the masses, without pandering to the vulgarities of taste;" and problems of "censorship of uninformed public opinion, censorship of official disapproval and censorship of our own cowardice of refusing to recognize the devil."

KVTH (TV) to Join CBS-TV

KVTH (TV) LITTLE ROCK, Ark. (ch. 11), joins CBS-TV as a secondary interconnected affiliate on or about Nov. 15, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced last week. The station becomes a primary affiliate on April 1, 1956, when it will replace KATV (TV) in the Little-Rock-Pine Bluff area. KVTH is owned and operated by the Arkansas Television Co.

Miss Truman on 'Weekday'

MARGARET TRUMAN, daughter of the former President, and Mike Wallace, veteran radio-tv m.c., announcer and actor, will be hostess and host of NBC Radio's new *Weekday* program, which gets underway Nov. 7., network officials announced last week. An expansion of the controversial *Monitor* concept of programming and sales, *Weekday* will be presented from 10 a.m. to 6 p.m. Mondays through Fridays.

NBC Promotes Meyers

PROMOTION of Joseph O. Meyers to the newly-created post of manager of NBC News was announced last week by Davidson Taylor, NBC vice president in charge of public affairs [CLOSED CIRCUIT, Oct. 17]. Mr. Meyers, who has been associated with NBC since 1942 in various capacities in the news operation, served most recently as chief of NBC's Central News Desk in New York, headquarters for the network's combined radio-tv news staff.

MR. MEYERS

NETWORK SHORTS

MBS' *Bob Neal's World of Sports* (Mon.-Fri., 9:05-9:15 p.m. EDT; Sat. 6:45-7 p.m. EDT), which is sponsored over a selected list of stations by the Jackson Brewing Co. through Fitzgerald Adv. Co., both in New Orleans, now being offered to local and regional advertisers as a co-op feature in areas not covered by Jackson beer.

NETWORK PEOPLE

Alistair Wregg, Young & Rubicam, N. Y., adv., and **Ralph Broitman,** research director of Headley-Reed Co., N. Y., representatives, to ABC sales development and research dept. as presentation writers.

Robert L. Palmer, manager of special events, R. H. Macy & Co., N. Y., to ABC-Radio publicity-promotion staff, Hollywood.

John Hiestand, CBS announcer, signed for CBS Radio's *The Edgar Bergen Show.*

Bill Warner, Ziv tv program sales dept., named sales representative, NBC Film Div., reporting to western sales manager Cliff Ogden. Prior to joining Ziv in 1951, Mr. Warner managed KSVC Richfield, Utah.

Film Talks Resume, Accord Seen Unlikely

NEGOTIATIONS between the major television networks and Writers Guild of America have resumed in Hollywood but prospects of an early tv film agreement appeared unlikely. Talks were interrupted Sept. 20 when network officials returned to New York.

At concurrent meetings in Hollywood and New York Oct. 7, members of the television branch of WGA took a unanimous vote authorizing the councils East and West to take whatever steps may be required to support the committee in its negotiations with the network including strike action if necessary.

Also approved at the Oct. 7 meeting were the demands soon to be made on the television subsidiaries of the major Hollywood film studios.

The film tv contract with the major studios expires Nov. 17 and the new demands will be presented prior to that date. The current two-year contract was delayed in drafting and formally signed only last month. WGA said as a result all members served this contract will be receiving additional payments, retroactive to November 1953.

A third contract to be negotiated will replace the current pact with the Alliance of Tv Film Producers. It expires Feb. 20, 1956. New demands will be made on the ATFP and other independent producers well ahead of that date, WGA said.

Key issue in the negotiations, it is understood, is whether or not film writers will receive extra payments for additional showings of the product.

The guild is said to be demanding 75% of minimum for each of the second, third and fourth runs and 50% of minimum for each run thereafter. Under its present agreement with the alliance, film writers get extra payment only on the third, fifth, seventh, ninth and eleventh showings.

Additionally the writers are seeking higher original minimums for television film plays. It is reported they seek $1,100 for a half hour show and $2,000 for a one hour program.

AFTRA Goes on Record Against Subscription Tv

THE American Federation of Television & Radio Artists (AFL) last week went on record as opposed to pay television because "it will reduce the employment opportunities of our members, affect adversely the entire entertainment industry, and is not in the public interest."

A statement issued by Frank Nelson, president of AFTRA, on behalf of the union's national board, voiced the belief that toll tv might benefit a limited group of performers but would reduce the number of artists employed and the average income of all performers. It reached this conclusion by reasoning that if a fee is charged for programs during the choice evening hours, the total free audience would be "substantially reduced." The consequence, the statement said, would be less expenditure for sponsored programs and for sustaining programs. It contended that pay television would not compensate for the loss of employment that would arise in free tv.

The effect of pay television on other branches of the entertainment field also would be disastrous, the statement continued. It cited state-

ments from promoters of pay tv, claiming they expect to attract from American families more money than presently is spent for admission to all forms of entertainment in the U. S. As a result, the statement said, every branch of the entertainment industry would suffer.

The AFTRA position also pointed out that "many millions of families have bought television sets in the reasonable expectation that they would thereby be able to enjoy television without having to pay further for the privilege of viewing programs. The union claimed the effect of toll tv would be that many tv stations would be closed during the choice evening hours to citizens who are unwilling or unable to pay for the program. It concluded that it "must oppose a proposal which threatens such an injustice not only to members of our profession but to the general public as well."

Screen Actors Guild Sets New York, Hollywood Meets

ANNUAL meeting of the Screen Actors Guild New York branch will be held Nov. 29 at the Hotel Sheraton-Astor, at which time members who have not participated in the mail referendum for branch officers may deposit their ballots.

Nominees for one-year terms are: Norman MacKaye, president; Bob Fitzsimmons, Philip Foster, Bill Gibberson and Tom Shirley, vice presidents; Joseph Bell, recording secretary, and Hazel Mack, treasurer. Order of vice presidents will be determined by plurality.

The west coast branch annual meeting will be held in Hollywood Nov. 20. Officers nominated for a one-year term are: Walter Pidgeon, president; Leon Ames, first vice president; Dana Andrews, second vice president; William Lundigan, third vice president; Paul Harvey, recording secretary, and George Chandler, treasurer.

— PROGRAM SERVICES —

Transcription Firm Adds 100 Stations in 6 Months

STANDARD Radio Transcription Services has announced the addition of nearly 100 new station subscribers the past six months for its monthly "Shorty Tunes" releases simultaneously with a rate reduction for the series.

Milton Blink, SRTS president, said rates for the series have been cut to $8.50—nearly a 50% reduction in some instances. He stated, "We are now certain that the idea of the one-and-a-quarter-minute average transcription time has earned a permanent place in the broadcasting picture." Mr. Blink said stations have increased their spot business in "rush periods" by using the short musical units.

SRTS has been producing and releasing the series for the past year and now claims nearly 300 stations and Mr. Blink predicts 500 by the end of the second year.

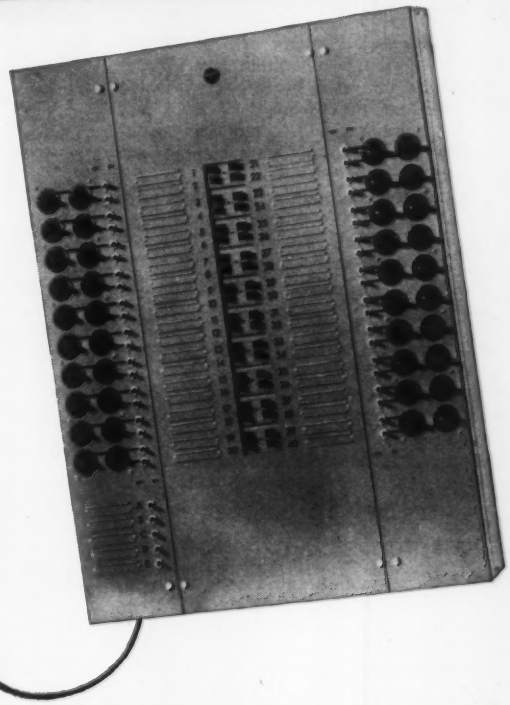
McNeely AT&T Exec. V. P.

EUGENE J. McNEELY, director, operations and engineering dept., American Telephone & Telegraph Co., has been appointed executive vice president of the company, succeeding Hal S. Dumas, who plans to retire next summer. The appointment is effective immediately. Succeeding Mr. McNeely will be H. I. Romnes, elected vice president last week. Mr. Romnes has been chief engineer in AT&T operation and engineering since 1952.

NOW... save space—save costs

with the rust

TV studio lighting CONTROL PANEL



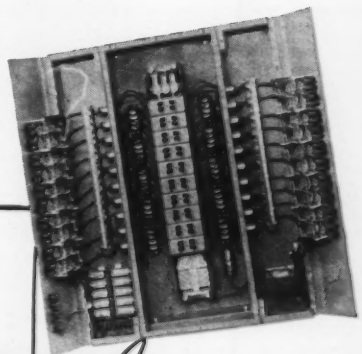
with multiple remote control!

Here is the most recent development in TV lighting control — ideal for new or expanding stations.

The Rust Studio Lighting Control Panel is a compact, versatile unit, which furnishes five pre-set combinations of 40 lighting circuits from one or more control points.

Five pre-set control positions each accommodate from 1 to 40 circuits. Five master control switches on lighting panel may be paralleled with as many other remotely located control units as desired with a small eleven-conductor cable.

Low-voltage control circuits are completely isolated from power circuits. The unit may be flush mounted in studio or control-room wall, requiring a minimum of valuable space and costly high-current wiring.



SPECIFICATIONS

Forty 20 ampere, 120 volt circuits normally supplied for 120/208 volt, four-wire distribution system. Five pre-set selections plus one local control. Remote control switching unit. Outside dimensions, main unit: 38¼" high, 28¾" wide, 4¾" deep. Shipping weight: 260 lbs.

PRICE* $1090.00

*F.O.B. Manchester, N. H. complete with one remote control unit.

the rust industrial company, inc.

130 SILVER STREET MANCHESTER, N.H.

RCA'S 9-MONTH VOLUME IS NEW RECORD

Year's volume through September just shy of three-quarters of a billion. For the third quarter alone, the total came to $252 million.

RCA set a new record volume of $749,662,000 in sales during the first nine months of 1955, it was announced last week by Brig. Gen. David Sarnoff, chairman of the board of RCA and NBC. The figure was said to represent an increase of $80,277,000, or 12% over the previous record, established in 1954.

Earnings before federal income taxes were reported at $62,593,000, described also as "an all-time high." After providing $31,598,000 for taxes, net profit amounted to $30,995,000, an increase of 3,438,000, or 12%, over the corresponding period of 1954. Net earnings per share of common stock for the first nine months of 1955 were listed at $2.04, up 24¢ over the same period last year.

During the third quarter of 1955, RCA sales of products and services also achieved a record volume of $252,112,000, according to Gen. Sarnoff. Common share earnings in the third quarter this year amounted to 58¢, he said, compared with 54¢ last year.

The consolidated statement of income of RCA and subsidiaries for the third quarter of 1955 and the first nine months of the year, with comparative figures for the corresponding periods of 1954, follows:

	1955	1954
For the quarter ended Sept. 30	$	$
Products and services sold	252,112,000	215,976,000
Cost of products and services sold and other operating costs	233,870,000	199,156,000
Profit before federal taxes on income	18,242,000	16,820,000
Federal taxes on income	9,308,000	8,531,000
Net profit for the quarter	8,934,000	8,289,000
Preferred dividend	789,000	789,000
Balance for common stock	8,145,000	7,500,000
Earnings per share on common (14,031,016 shares)	.58	.54
For the nine months ended Sept. 30		
Products and services sold	740,622,000	660,345,000
Cost of products and services sold and other operating costs	678,029,000	603,922,000
Profit before federal taxes on income	62,593,000	56,423,000
Federal taxes on income	31,598,000	28,866,000
Net profit for the nine months	30,995,000	27,557,000
Preferred dividend	2,365,000	2,365,000
Balance for common stock	28,630,000	25,192,000
Earnings per share on common (14,031,016 shares)	2.04	1.80

Net profits reported above are necessarily based in part on approximations and are subject to audit and year end adjustments.

'55 Radio Set Shipments Surpassing Pace of 1954

ALMOST three million radio sets, excluding auto radios, were shipped to dealers in the first seven months of 1955, a 13% increase over the number shipped for the same period of 1954, the Radio-Electronics-Tv Manufacturers Assn. reported last week. During July, RETMA said, 475,500 radios were shipped to dealers compared to 338,572 in July of 1954.

The following table shows radio set shipments to dealers from January to July of this year:

State	Total	State	Total
Alabama	33,503	Nebraska	21,011
Arizona	14,501	Nevada	5,358
Arkansas	14,995	New Hampshire	19,259
California	258,543	New Jersey	166,966
Colorado	19,315	New Mexico	11,740
Connecticut	44,411	New York	447,518
Delaware	11,215	North Carolina	46,959
District of Columbia	35,366	North Dakota	8,474
Florida	64,515	Ohio	178,040
Georgia	53,102	Oklahoma	23,267
Idaho	6,163	Oregon	20,732
Illinois	209,773	Pennsylvania	213,620
Indiana	61,977	Rhode Island	25,773
Iowa	32,241	South Carolina	25,820
Kansas	27,995	South Dakota	9,498
Kentucky	39,574	Tennessee	34,098
Louisiana	37,914	Texas	121,437
Maine	23,833	Utah	8,002
Maryland	52,619	Vermont	16,967
Massachusetts	103,525	Virginia	46,535
Michigan	145,740	Washington	38,425
Minnesota	44,069	West Virginia	16,023
Mississippi	16,675	Wisconsin	62,014
Missouri	59,544	Wyoming	3,894
Montana	8,769	U. S. TOTAL	2,991,307

Mycalex Corp. Saluted On 'Cavalcade of Progress'

HISTORY of the Mycalex Corp. of America, New York, manufacturers of glass-bonded mica products, will be presented on the *Cavalcade of Progress* program over WRCA-TV New York Saturday (12:30-1 p.m. EDT). Mycalex manufactures insulation products that are used widely in the radio-tv-electronics field.

The 15-minute program will consist of an interview by Bob Considine with Jerome Taishoff, Mycalex president, plus film footage showing views of the plant, offices, manufacturing processes and products. Cavalcade Productions, New York, produces the series, which recounts the success stories of U. S. industrial firms.

RCA Hosts Symposium On Tv Engineering

RCA LABS, Princeton, N. J., last Thursday played host to 125 engineers representing most of the nation's television set manufacturers at a special symposium on tv circuit engineering.

The meeting, held at the David Sarnoff Research Center, was one of a number which RCA has held during the past few years to share improved technical data developed by RCA on an industry-wide basis. The engineers were given news of the latest technological advances made by RCA in circuit engineering for both black-and-white and color set design.

Special emphasis was placed on the rapid advances of color television. E. C. Anderson, executive vice president, RCA Commercial Dept., told the visitors that "the result . . . of the concerted drive for introduction of color . . . is certainly going to be a lively and swiftly growing public demand for color sets . . . a demand that everyone in the industry will be called upon to meet."

RCA Shows Color Television For Millions at Texas Fair

SOME 2.5 million Texans saw color television —many of them for the first time—during a mass demonstration held in conjunction with the Texas State Fair at Dallas, Oct. 7-23.

Color tv was presented at the Fair by the RCA Color Tv Caravan in cooperation with the Dallas Power & Light Co. During the sixteen days visitors saw between four and seven hours of color tv daily. Some of the programs originated at a fully equipped color tv studio established by the RCA unit on the fairgrounds. Others originated with WFAA-TV and KRLD-TV Dallas and with WBAP-TV Fort Worth. The color shows were shown on 24 RCA 21-in. color receivers placed throughout the grounds and in a miniature theatre which used a three-color tv projector to show the pictures on a 15x20-ft. screen.

The RCA Color Caravan consists of a 32-ft. trailer truck that serves as a complete control room, two color cameras and other equipment for the production of live and filmed color programs. A staff of 18 RCA engineers, technicians and production personnel are part of the Caravan. It made its public debut at the Mid-South Fair in Memphis, Tenn., in September 1954. This is its first visit to the Southwest.

RCA, Zenith Dealers Clash On Commercial Cut-Off Issue

SEMANTIC dispute involving tv remote control devices flared between Zenith Radio Corp. and RCA last week.

According to Zenith, a Toledo RCA distributor had dispatched letters to area Zenith dealers scoring them for allowing themselves to be "connected" with a Zenith ad in the *Toledo Blade* promoting its "Flash-Matic" equipped receivers which permit, among other things, the silencing of "annoying commercials."

Then last week an RCA Victor advertisement in the *Saturday Evening Post* called attention to the company's new "Magic Brain" remote tv control device for arm-chair tuning.

Zenith dealer V. J. McGranahan, president of McGranahan Dist. Co., wrote other Zenith dealers that "this RCA gadget will do what the 'Flash-Matic' does, including the eliminiation of annoying commercials." The great difference, he added, is that RCA's gadget is connected by a wire while Zenith's is remotely controlled by a beam of light.

"RCA is in the strange position of selling advertising time to tv advertisers, and then selling to the public a gadget that will erase the advertisers' commercials," Mr. McGranahan asserted.

153 Exhibit Wares At New York Audio Fair

SEVENTH annual Audio Fair was held at the Hotel New Yorker Oct. 13-16, with 153 exhibitors showing their latest developments in high fidelity equipment. Some 25,000 persons visited the fair, considered "a high turnout" by sponsors of the event in view of the stormy weather in the New York area.

The fair, as is customary, was held in conjunction with the seventh annual convention of the Audio Engineering Society.

Four floors of the hotel contained exhibits from manufacturers, displaying equipment designed to bring high-quality sound to the public by means of radio, tv and recording devices. Exhibitors included RCA, Ampex, Altec Lansing, General Electric, Zenith, Stromberg-Carlson, Columbia Records, Reeves Soundcraft, Audio Devices, Audio & Video Products Corp., Magnecord, Webster-Chicago and Gray Research.

For the fourth straight year, WQXR New York was the only radio station represented at the Audio Fair. Its room featured music from the station received through a high fidelity set and also contained an exhibit showing photographs of the station's personalities and data about the station, including its new 50 kw transmitter, soon to be placed in operation.

Newly elected Audio Engineering Society officers for 1955-56 are Col. R. H. Ranger, president; Walter Stanton, executive vice president; Ewing D. Nunn, central vice president; Ray A. Long, western vice president; C. J. LeBel, secretary, and R. A. Schlegel, treasurer.

Record Installation

SPEED record for complete maximum-power installation of a TV station—from cameras to antenna's tip—has been claimed by RCA and KARD-TV Wichita (ch. 3). Latter went on air 30 days after breaking ground for transmitter building. RCA equipment shipped from Camden, N. J., 10 days after KARD-TV broke ground; 20 days later the station was installed and on air with test pattern. Commercial service started Sept. 1.

Automation Built Industry, Mitchell Tells Subcommittee

IT HAS BEEN only through automation that the electronics industry, "as we know it, exists at all," Don G. Mitchell, president and board chairman of Sylvania Electric Products Inc., New York, told a Congressional subcommittee last week.

Testifying Tuesday before the Economic Stabilization Subcommittee of the Joint Congressional Committee on the Economic Report, Mr. Mitchell said the increasing use of automation, "which already has met unprecedented public demands for goods and services, will have to be stepped up even more rapidly in the future if a serious labor shortage is to be averted."

The subcommittee is studying the effects of automation on the national economy.

Mr. Mitchell said the growth of the electronics distribution and service industry, with a volume of $3 billion annually, is an example of the influence of mechanization. He predicted broader use of automation processes would boost the electronic industry's present $9.5 billion in annual sales and revenue to $20 billion by 1964-65.

Underwood to Distribute New Miniature Prompter

NEW portable version of the TelePrompTer, designed for use by public speakers, will be distributed nationally by the Underwood Corp.

Called the TelExecutive, the electro-mechanical device resembles a pint-sized TelePrompTer, the script prompter used in the tv and motion picture industries. The instrument will be manufactured by TelePrompTer Corp., which developed it.

The entire unit, including a leather case, weighs 18 pounds 9 ounces, while the TelExecutive itself weighs 11 pounds, 2 ounces. The TelExecutive is operated by a palm-sized hand control unit which enables the speaker to regulate the speed of the script as it moves across the illuminated viewing face of the device.

DuMont Sales Expansion

ALLEN B. DUMONT LABS Inc. television transmitter sales department reported last week establishment of a "hard-hitting sales organization" through franchisement of five separate corporations to sell DuMont broadcasting equipment. As part of overall move to set up more independent dealers, department manager Kenneth Petersen named Television Transmitter Supply Co., 500 Fifth Ave., New York Klindworth-Midwest Co., 6117 St. Johns Ave., Minneapolis; Western Transmitter Equipment Co., 7940 Fareholm Dr., Los Angeles; Electronic Applications, 254 E. Paces Ferry Rd., N. E., Atlanta, and Southern Video Broadcasting Co., 3628 Marquette Ave., Dallas.

Color Tv Advances Merit Status Reappraisal—Galvin

EVOLUTION of color television is "proceeding along orderly lines" and its status should be reappraised because of recent significant activity in programming and "at the market place," Robert W. Galvin, executive vice president of Motorola Inc., asserted last week.

Mr. Galvin noted some 212 stations are now color-equipped, NBC-TV and CBS-TV are offering combined over an hour of color each day and some consumers are showing interest in color receivers. He added:

"Engineering advances during the past year have made it possible for prices of most makes to be reduced about 20%.

Programming of nationally popular events and renewed marketing efforts, notably by RCA, have helped stimulate interest in color, he said. Mr. Galvin felt it likely color tv set sales may hit 50,000 this year and climb to 300,000 in 1956, with the price range settling in $600-$900 category. In 1957, Mr. Galvin predicted a $500-$600 range and the sale of as many as one million units.

'Hi-Frequency' Transistors Announced by Motorola

A TECHNIQUE for the production of "high frequency" transistors, looking toward application in television receivers, home and automobile radio sets and military and industrial products, was claimed by Motorola Inc. last Monday.

The new transistor was described by Paul V. Galvin, Motorola president, as "the most significant advance thus far in the transistor art" and one which oboletes "earlier, low power transistor types" which heretofore have been limited mostly to the lower radio and audio frequencies.

The new "hi-freq" device will eventually "replace the tube market," according to D. E. Noble, vice president over communications and electronics.

Pilot production is now underway and the transistors will be produced "by the millions in one or two years" at Motorola's forthcoming $1.5 million plant in Phoenix, Ariz. Company officials anticipate general use when production can match vacuum tubes in competitive price.

"We not only have a high frequency transistor," Mr. Galvin said, "but it is one that can be produced in volume with a uniformity of characteristics. The new transistor, of a diffused base type, offers performance potential in the very high frequency and ultra high frequency ranges up to 1,000 million cycles per second."

Transistors have been tabbed by industry authorities as the eventual replacement of vacuum tubes in conventional sets because of their long life, small size and weight and use of a small amount of power.

Another firm, Raytheon Mfg. Co., has pioneered in transistorized radios and is now producing them for the market. Raytheon introduced its transistorized twin speaker radio (2,500 hours on one "A" battery without tubes) last summer [AT DEADLINE, Aug. 22].

DuMont Labs Sales Rise

ALLEN B. DUMONT LABS has reported a 23.5% increase in sales of tv sets for the four-week period ended Sept. 10 compared to the same period of 1954. F. P. Rice, manager of television receiver division, attributed the gain to a stepped-up advertising campaign keyed to increase housewife traffic in dealer showrooms.

RCA Promotes Sampson

APPOINTMENT of Robert B. Sampson as manager, market research, RCA Tube Div., Harrison, N. J., was announced last week by Harold F. Bersche, manager of marketing services. Mr. Sampson, who joined RCA in 1942 as senior auditor for the RCA Victor Div., Camden, N. J., has served the company in various commercial posts, most recently as administrator of distributor finances, corporate staff in Camden.

Magnetic Tape Explained

ORRADIO Industries Inc. is offering free a new folder "How Magnetic Tape Is Made," which describes and illustrates the steps in the manufacture of magnetic recording tape. Copy may be obtained by writing ORRadio Industries Inc., Dept. 30, Opelika, Ala.

MANUFACTURING SHORTS

Rogers Assoc., Springfield, Mass., sales firm, appointed New England sales representative for Haydu T.V. picture tubes.

Allen B. DuMont Labs reports shipment of a complete monochrome multi-scanner to WEAR-TV Pensacola, Fla.

Raytheon Mfg. Co. has started limited production of new 21-inch color tv receivers intro-

L.B. Wilson INCORPORATED WCKY CINCINNATI O.

IN CINCINNATI
There is ONLY ONE
50,000 watt station
Which gives you
BOTH!
Daytime:
The Cincinnati Audience
Nighttime:
The Outside Audience
Ask Us for Facts and Figures

duced Aug. 30. Two table and two console models comprise the Raytheon line, with suggested retail prices of $795 and $895, respectively.

Emerson Radio & Phonograph Corp., N. Y., has expanded production facilities by adding tape recorders and Italian-made sewing machines to its list of consumer products, according to a statement made by company officials last week. In 1953, Emerson began its diversification program by entering the field of residential and commercial air conditioners, and the move to act as the U. S. distributor for Vigorelli sewing machines is the first to take the company out of the "strictly-production" class.

CBS-Columbia, manufacturing division of CBS, has increased its retail prices on four 21-inch tv console models and one 24-inch tv console receiver by $10-$20. Harry Schecter, vice president in charge of sales, attributed price rises to higher material and wage costs, adding that new prices would mean increased profit margins for CBS Columbia distributors "consistent with company policy."

Telectro Industries Corp., Long Island City, N. Y., has published new 24-page facilities brochure, introducing company engineering personnel, plant and production facilities, with product illustrations, including tape and wire recorders, signal generators and modulators, public address systems, intercom systems, photographic dryers and other technical gear. Copies are available from Telectro at 35-16 37th St., Long Island City 1. Company also announces new Model 728 radio field strength measuring set for fixed and portable use. Model 728 can be used to measure field intensities of both am and fm transmitting stations and meets military standards.

RCA announces new remote control unit that operates tv recorder adjustments from 30 feet away. According to E. C. Cahill, president of RCA Service Co., new "magic brain remote tv control," retailing at $59.95, can turn set on, change stations, adjust volume, picture and fine tuning and then turn set off. Unit, marketed through RCA Victor tv dealers, can be installed on post-1951 RCA models.

General Electric Co., Syracuse, has added 20 w amplifier to its line of high fidelity components, to be sold at $99.95, suggested price. Two-chassis unit can be used in single cabinet or separated into two units and is adaptable to phonograph, tape recorder, tv and radio combinations.

JOS. WEED & CO.,
579 Fifth Ave., New York
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

Pilot Radio Corp., Long Island City, N. Y., offers new 35 w high fidelity amplifier, Pilotone model AA-905. Model priced at $129.50, was designed for new systems or to equip existing systems for multiple speaker installations. Pilot also announces series of metal and wood enclosures for company's amplifiers and tuners, designed to protect chasis parts and give finished look to units on open surfaces.

RCA Tube Div. has issued a revised edition of "Power & Gas Tubes" booklet and a new booklet, "Receiving-type Tubes for Industry and Communications." Copies of the booklets, priced at 20 cents each, may be obtained from RCA tube distributors or from Commercial Engineering Dept., RCA Tube Div., Harrison, N. J.

Motorola Inc. has mailed advertising-merchandising packets to dealers for company's Christmas promotion campaign with theme of "Holiday House". Company will support drive with tv spots in major markets in late November. Packets include data needed by dealer to prepare his store for Christmas season—integrated national and local advertising, direct mail, window displays and a gift wrap kit. Spot scripts and ad mats will be available for local level emphasis.

MANUFACTURING PEOPLE

Frank Mitchell, general sales manager of Remington Corp. (air-conditioning machinery), named sales manager for air conditioning by the Emerson Radio & Phonograph Corp., N. Y.

Peter Maler to Astron Corp. (capacitors, RF filers), E. Newark, N. J., as sales promotion manager.

Herbert F. Berg, production control manager of Allen B. DuMont Labs Transmitter Div., appointed production control manager of company's Technical Products Div. Mr. Berg, with DuMont since 1941, succeeds **Morris Harris,** named resident counsel.

Martin W. Rogers, quality control engineering manager, Raytheon Manufacturing Co., Waltham, Mass., to National Co., Malden and Melrose, Mass. (electronics manufacturer), as director of quality control.

John B. Merill, 45, vice president in charge of operations for electronics, tungsten and chemical, atomic energy and parts division of Sylvania Electric Products Inc., and **James E. McGarr,** 45, general manager of the tungsten and chemical division of the company, were among 66 killed in the United Airlines crash near Laramie, Wyo.

Vernon W. Moritz appointed district sales manager, General Electric's radio and tv department, Dallas, replacing **Philip H. Weit,** who becomes district sales manager in New York.

Herbert W. Cole, project engineer, Federal Telecommunications Labs, appointed industrial and military tube specialist in General Electric Co. tube department's regional headquarters, Schenectady, N. Y.

J. E. Landy transferred from RCA broadcast marketing dept., Camden, N. J., to Cleveland region am field sales, RCA.

Richard J. Bambery, formerly assistant advertising manager of Admiral Corp., Chicago, appointed sales manager of company's freezer-air conditioner division.

Harvey T. Harrod, assistant sales manager for defense products, Westinghouse Electric Corp., appointed manager of government contract administration for company's electric tube division.

Kintner to Be Honored

ROBERT E. KINTNER, ABC President, chosen by Pulse Inc. as "Man of the Year" in communications industry, will be honored when Pulse holds annual reception-luncheon, marking its 14th birthday, at Hotel Plaza, New York, Oct. 16.

AWARD SHORTS

WBT Charlotte, N. C., for its embossed match book advertising, received match book trade's 1955 "Joshua" plaque for radio-tv class. Runners-up were NBC Spot Sales, WMGM New York and CFRB Toronto. WBT's entry with slogan, "serving one of every two radio homes in the Carolinas." was picked by a panel of advertising executives. "Joshua" award is named for Joshua Pusey, inventor of match books.

WCBS New York radio personalities last week were cited for volunteer work in behalf of the Greater New York Fund by Lt. Gen. Willis D. Crittenberger, U. S. A. (Ret.) at special ceremony. Honored were Galen Drake, John Henry Faulk, Bob Haymes, Bill Leonard, Lanny Ross, Jack Sterling and Martin Weldon. Special citation went to General Manager Carl Ward.

WGN-TV Chicago received a "certificate of appreciation" from the U. S. Army for its "contribution to our national defense effort" in connection with the station's *Fifth Army* public service series.

Drayton Hastie, president, WUSN-TV Charleston, S. C., received Community Chest "Oscar" award at station's first birthday celebration recently. Recognition was for service begun last year when WUSN-TV dedicated its opening ceremonies to Chest and repeated this year on its birthday.

WSB Atlanta won Georgia Farm Bureau Federation's first annual award for radio service to agriculture. Mike McDougald, WSB farm director, accepted statuette from George L. Rankin, vice president, A & P Food Stores, trophy donor.

James Fassett, supervisor of music, CBS Radio, received citation and decoration Oct. 14 from Arthur Lehtinen, Finland's consul general, in New York, on behalf of Finland's President.

Kani Evans, ABC radio and tv announcer, received 1955 Television Award of Advertising Sportsmen's Club of America at its annual banquet in New York.

Bill Stout, KNXT (TV) Hollywood newsman, received "Citation for Outstanding Service" from Los Angeles County Conference on Community Relations for "continued and substantial contributions to the betterment of human relations in this (L. A.) area."

WINA Charlottesville, Va., won first place in commercial division of Sixth Annual Apple Harvest Festival parade with truck carrying donkey and lettered caption, "Everybody listens to WINA except me and you know what I am!"

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

DENVER EDUC. TV PLANS JAN. START

KRMA-TV, Denver educational station on ch. 6, has set a January target date, according to Henry H. Mamet, manager. Other personnel named include Tom Morrissey, chief engineer; Scotty Cullen, chief technician, and Jim Case, producer-director.

The station inaugurated closed-circuit telecasts a fortnight ago with the presentation of a workshop in employe-management relations in cooperation with the National Office Managers Assn.

Scholarship Program Set For Emerson Employes

EMERSON Radio & Phonograph Corp., New York, last week announced the establishment of the Emerson Employe Scholarship program backed by funds made available by the company's Radio Charitable and Educational Foundation. In the first phase of the program, 18 company employes have received scholarships for courses at New York's New School for Social Research.

The Emerson Radio Charitable and Educational Foundation, which contributes funds to non-commercial educational tv stations, last year distributed $100,000 to 10 FCC-authorized stations, at $10,000 each, in accordance with the terms of the Emerson Educational Television Grant.

Dr. Newsom to Educ. Tv Post

DR. CARROLL V. NEWSOM, executive vice chancellor of New York U., has been elected board chairman of the Metropolitan Educational Television Assn., a non-profit organization representing schools and colleges on all levels for development of educational tv.

Dr. Newsom succeeds Dr. David D. Henry, former executive vice chancellor of N. Y. U., now president of the U. of Illinois. The META is currently developing plans to establish a production center in New York for origination of educational tv programs.

WKAR-FM Plans Power Boost

STATE BOARD of Agriculture, governing body of Michigan State U., has appropriated $15,585 for structural changes and equipment purchases looking toward a power increase for the university's WKAR-FM.

Station has received FCC approval to boost its power ten-fold to 100 kw, effective next spring. WKAR-FM operates simultaneously during daylight hours with WKAR. Robert J. Coleman is director of the stations.

Biederman Heads College

LES BIEDERMAN, president of the Midwestern Broadcasting Co., which owns and operates one tv and five radio stations in Michigan, has been elected president of the Board of Trustees of Northwestern Michigan College. Midwestern was instrumental in getting the college started, which is in its fifth year.

Fla. College Aids Tv Applicant

EDUCATIONAL Television Inc., applicant for educational ch. 7 in Jacksonville, Fla., announced that Jacksonville Junior College has agreed to permit use of facilities located in the new college auditorium for the production of live tv programs. The facilities include a stage, small studio, production workshop and dressing rooms.

Kids and Tv

TV doesn't hurt studies of school children, according to a survey by California Congress of Parents & Teachers in Los Angeles and San Francisco. With 51% response to 2,000 random questionnaires, the poll showed 82% of parents believe school work has not suffered because of tv while 10% said it has. Thirty-one percent said tv has improved school work but 40% think not. Poll showed 96% of homes responding have tv and average age of child viewer is 10 years. He looks at tv average of two hours daily. Survey showed 87% of parents think some programs benefit children, 6% do not; 13% think some shows upset youth, but 79% disagree. Total 69% of parents said they check programs to decide if kids should see them.

Church Leader Decries Trend To Denominational Programs

DECRYING the trend of radio-tv religious programming towards "being tagged denominational," Dr. Truman B. Douglass, executive vice president of the Board of Home Missions, Congregational Christian Churches, last Tuesday charged church officials with "fostering an ominous return to sectarian imperialism."

Speaking before 1,000 delegates attending the Congregational Church's 27th annual midwest regional meeting, Oct. 18, at Madison, Wis., Dr. Douglass praised the broadcast media as "affording the free church the most extraordinary instrument" to communicate with those Christians beyond church life. Yet, Dr. Douglass said, the sense of mission has become completely lost due to the determination of some church officials to "paste a denominational label on the messages they preach" over the air.

EDUCATION SHORTS

National Association of Educational Broadcasters last week released its revised listing of major publications and recordings available to NAEB members and the general public. Looseleaf mimeograph brochure may be ordered from NAEB, 14 Gregory Hall, Urbana, Ill.

Guild Films Co. has presented to the New York Board of Education a film of the *Florian Za-Bach Show*, covering both classical and jazz numbers, for use in 150 schools throughout New York City. It was said to be the first time that a tv program has been incorporated in the school curriculum in New York.

WCAU-AM-FM-TV and U. of Pennsylvania are cooperating to offer course in radio-television, called most comprehensive of its kind ever offered in industry. WCAU staffers give 30 weekly seminars covering production, direction, writing, with students using studio facilities. Final exam will be a student-produced closed circuit telecast.

KPHO-TV Phoenix, Ariz., offers what is described as Arizona's first college credit course on television with *Crafts for the Elementary Teacher* on Sunday afternoons from 1:30 to 2 p.m. Programs are produced by Arizona State College at Tempe and will earn viewers two hours of college credit. Gwen Burgess, ASC assistant professor of art, conducts the program.

NEW **PAN CINOR** ZOOMING LENS GIVES

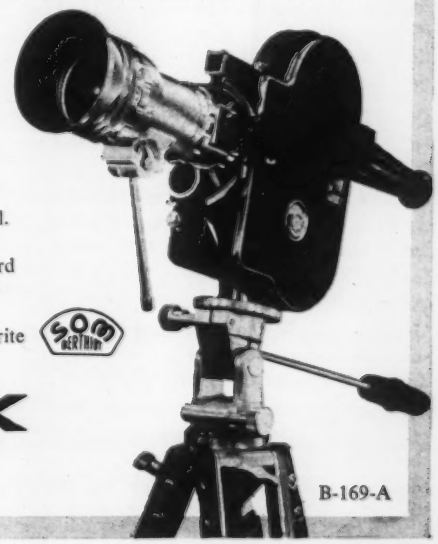
through-the-lens viewing •
four-to-one ratio •
finer optical quality •

You get better zooming, dolly, and follow focus effect with these two completely new zooming lenses by Som Berthiot: Pan Cinor-70 and Pan Cinor-100. These 14-element lenses offer crystal-clear, corner-to-corner sharp images. Both have through-the-lens viewing, giving sharp, brilliant field of view—regardless of aperture!

Ideal for news shots, grab shots of any subject, and for sports filming. Both lenses are optically sharp at F:2.4.

No parallax problems; focusing is from 7′ to infinity; from 32″ using close-up attachments.

Pan Cinor-70 zooms from 17.5 mm to 70 mm—wide angle to telephoto. Price incl. leather case is $449.50. Pan Cinor-100 zooms from 25 mm to 100 mm—standard extreme telephoto. Price with leather case is $750. Pan Cinor-100 is not available for immediate delivery. For full details, write address below or see your Bolex dealer.

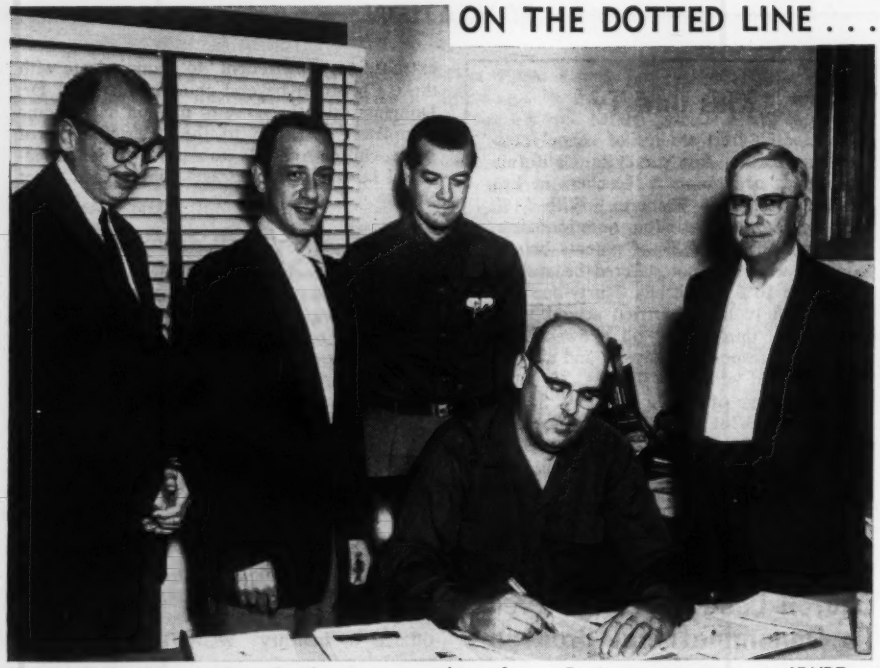


BOLEX

PAILLARD PRODUCTS, INC., Dept. BT-8
100 Sixth Avenue, New York 13, N. Y.

B-169-A

ON THE DOTTED LINE . . .



SIGNING for Blue Valley (fertilizer) sponsorship of two 5-minute programs on KWBE Beatrice, Neb., is Wendell Glaspey, president of the sponsoring firm. Looking on l to r: Bud Pentz, KWBE general manager; Andy Grauer, KWBE; C. W. Wright, Patterson-Wright advertising agency, Topeka, Kan., and Jack Bayless, Blue Valley sales manager. Programs to be sponsored are news at 7 a.m., Monday through Saturday, and *Local Farming Conditions* at 12:25 p.m., Monday through Friday.

OSCAR KRANICH, president of International Jewelry Co., signs for sponsorship of Red Kain shows, carried exclusively by WSBA-AM-TV York, Pa. Witnessing are (l to r): Philip K. Eberly, WSBA-AM-TV sales manager; Louis J. Appell, president of Susquehanna Broadcasting Co., licensee of the stations, and Mr. Kain, *(Red Kain Comments on the News,* Mon.-Fri., 11 a.m. and 5 p.m., Sun., 6 p.m., WSBA; Wed., about 10:45, WSBA-TV; *Red Kain Presents,* Thurs., 8:30 p.m., WSBA-TV).

AMEDOR R. FIORI, vice president of the Delaware Valley Corp., home builders, signs the contract to sponsor *The Couple Next Door,* a weekly show over WPTZ (TV) Philadelphia. Looking on are Rolland S. Kampmann Jr. and Alexander W. Dannenbaum, WPTZ commercial manager.

CONTRACT for one-quarter of eight NCAA football games on U. of Notre Dame's WNDU-TV South Bend, Ind., under NBC-TV co-op policy was consummated by U. S. Rubber Co. of Mishawaka, Ind., for its Naugahyde & Koylon Div. Present for pact-signing were (l to r): seated, T. V. Vernasco, WNDU-TV account executive; George H. Callum, and Edward G. Nagle, sales managers of the Naugahyde and Koylon divisions, respectively; standing, M. W. Miller and Ted Randecker, advertising and sales promotion managers, respectively, of the two divisions; William MacKenzie, WNDU-TV director, and William T. Hamilton, station's commercial manager. ➤

PAUL MASSON INC. (wines and sherries), through Geyer Adv. Inc., has signed for *San Francisco Beat* and *City Detective* on alternate weeks on WPIX (TV) New York. Looking over plans are (l to r): Ralph Robertson, vice president and marketing director for Geyer; John F. O'Connell, Paul Masson president, and Fred M. Thrower, WPIX vice pres.-gen. mgr.

KUTV (TV) Salt Lake City has completed arrangements to carry *Celebrity Playhouse* under sponsorship of Kennecott Copper Co. At the contract signing (l to r): Bert O. Strand, Kennecott advertising representative; Tom Seehof, Western sales representative for Screen Gems Inc.; Nat Berlin, Adamson-Buchman agency account executive, and B. H. Kirk, KUTV station manager.

French Group Plans Commercial Video

FRENCH National Press Federation is contemplating the establishment of a privately-owned television network which would operate on a commercial basis [B•T, Oct. 17]. Present French Television Service is non-commercial, state-controlled and is financed from receiving license fees.

Planned commercial network (called Tele-Presse) would rely on revenue from commercial broadcasting and, as a supplement, on government money. Plan came into the open when discussed by M. Albert Bayet at a recent FNPF meeting.

'Our Miss Brooks' Leads Canadian Network Radio

ONLY two evening network radio programs are listed in the National Ratings report of Elliott-Haynes Ltd., Toronto, for September. *Our Miss Brooks* was most popular program with rating of 9.7, and *Championship Fights* followed with rating of 6.3.

Evening selective programs, recorded, carried nationally, are led by *People Are Funny* with rating of 10.7, followed by *The Lone Ranger* 4.7.

Daytime radio network programs, 10 in number, were led by *Ma Perkins* 12.6, *Pepper Young's Family* 11.6, *Guiding Light* 11.1, *Right to Happiness* 10.2, and *Road of Life* 9.4.

Three French-language evening radio network programs are listed for September, *Un Homme et son Peche* 24.1, *Colette et Roland* 14.4, and *Un Docteur de Chez-nous* 13.6. Of 12 daytime French-language radio network shows, the leading five were *Je Vous ai Tant Aime* 21.3, *Francine Louvain* 21.1, *Rue Principale* 19.2, *Quelles-Nounvelles* 17.2, and *Face a la Vie* 14.5.

1.5 Million Canadian Tv Sets

CLOSE to 1.5 million tv sets were in use in Canada at the end of September, according to tabulations of the Radio-Electronics-Television Manufacturers Assn. of Canada and All-Canada Television, Toronto. Figures released early in October showed total of 1,483,151 sets. Regionally the Atlantic Coast provinces accounted for 59,043 sets, Quebec province 427,650, Ontario province 763,269, the three prairie provinces 121,384 and British Columbia province 111,805.

Canadian Radio Set Sales Up

GROWING demand for radio receivers in Canada is noted in sales for the first eight months of 1955 totalling 280,750 sets compared to 250,433 sets in the similar 1954 period, according to reports of the Radio-Electronics-Television Manufacturers Assn. of Canada.

33 Years of Music

WHEN A. J. Wickens made the Oct. 16 broadcast of recorded music from his home in Moose Jaw, Sask., a 33-year-old program came to an end over CHAB that city. The CHAB predecessor, 10AB asked Mr. Wickens, a local lawyer, for the use of his records, which he refused but offered to put on a concert from his home. Since then, a broadcast has originated from his home every week, with the selections coming from Mr. Wickens' collection of between 18,000 and 19,000 records.

Germans Seek Better Fare

GERMAN tv set manufacturers, said to be dissatisfied with Germany's non-commercial tv programs which they believe scare away large number of potential set buyers, will raise $200,000 and put it into a "Better Tv Programs" campaign. A viewers' organization will be financed from the funds and the official networks are due for rough criticism, openly and with wide public support.

Seven Join Canadian Assn.

SIX RADIO and one television stations have joined the Canadian Assn. of Radio & Television Broadcasters, bringing the total to 135 radio and 26 tv stations. New members are CKSB St. Boniface, Man.; CFMS Saskatoon, Sask.; CFRG Gravelbourg, Sask.; CKBC Bathurst, N. B.; CJMS Montreal, Que.; CJET Smith Falls, Ont., and CKGM-TV North Bay, Ont.

AFN Seeks German Tv Permit

AMERICAN FORCES NETWORK has filed an application with the Bonn government for a tv transmission license. AFN is now operating a network of small radio stations throughout the former U. S. occupation zone in Germany. Officials said future AFN tv stations in Germany plan to supplement U. S. programs with shows produced in German tv studios.

Swedish Tv by July 1, 1956

SWEDISH Tv Service plans to switch present tv test transmissions to regular programming by July 1, 1956. Schedule will comprise 15 hours weekly and tv service is likely to be affiliated with Eurovision (film) network to which most of West European tv networks contribute. At the present time there are 1,500 tv sets in Sweden.

139,000 Tv Sets in Japan

THERE are 139,000 television sets in operation in Japan, according to estimates by Dentsu Advertising Agency. Figure includes estimates of domestically manufactured and imported sets. Japanese capital, Tokyo, is credited with a total of 88,789, and the estimated total Japanese tv audience is 2,282,365.

INTERNATIONAL SHORTS

CKCO-TV Kitchener, Ont., on Oct. 30 plans to go on the air with increased power of 54 kw video, with signal emanating from a new 650 foot tower 2,090 feet above sea level.

Benton & Bowles Inc. has formed a new Canadian branch, replacing a previous service office. New office will be located at 1407 Yonge St., Toronto, with William E. Barfoot, formerly of Ross Roy Canada Ltd., Windsor, as manager. Agency will handle Studebaker-Packard, Procter & Gamble, and Florida Citrus Commission accounts. Ralph S. Butler Jr., has been transferred from the New York office as radio-tv director of the Canadian office.

CKX-TV Brandon, Man., has issued its second rate card, effective January 1, with Class A time starting at $170 an hour and one-minute announcements at $37.

INTERNATIONAL PEOPLE

Ken R. Thomson, owner of CKGB Timmins, Ont., and president of Kirkland Lake Northern News and Thomson Newspapers, Toronto, to director of the Canadian Press, filling vacancy left by resignation of his father, Roy Thomson.

Ted Abrams, promotion manager of CFCF Montreal, to Associated Screen News Ltd., same city, to do film scripts, public relations and sales promotion.

Mrs. Prayunsiri Premabut, director of news and program planning for Educational Radio Broadcasting System of Thailand, has enrolled at U. of Kentucky to study radio techniques and observe operation of university's station, WBKY.

Rev. Placid Jordan, O.S.B., internationally known as Dr. Max Jordan, former NBC news correspondent who was ordained as priest in 1951, is scheduled to return from Germany to U. S. next year for a two-month lecture tour on international affairs.

BMI

"According to the Record"

Continuities for November

A daily almanac . . . each a five-minute program packed with information about the important happenings throughout the world.

November's "*According to the Record*" includes stories about Thanksgiving Day, Sadie Hawkins Day, the Lewis and Clark Expedition and other significant and entertaining highlights and sidelights of the years past.

BMI's "*According to the Record*" package contains a full month's supply of continuities . . . Highly commercial . . . Now in its 11th successful year.

For sample scripts please write to Station Service Department

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

ABC CUES IN 'NEW SOUNDS'

WITH the advent of ABC-Radio's "New Sounds For You" program concept, the old cue, "This is ABC Radio Network" is no more. At least, not as much as it used to be, since starting Oct. 26, the daytime cue will be:

"Newer than New
New Sounds for You
L-I-S-T-E-N . . .
Listen, Listen, Listen . . .
Keep Listening to ABC."

Nighttime cues will also plug the "new sound" theme.

WCUE SOUNDS OFF EDITORIALLY

WCUE Akron, Ohio, last week launched a schedule of regular air editorials believed to set a radio "first" for Akron. They are heard Tuesday and Thursday mornings at 7:10 and 8:15. Station's editorial board contacted some 50 community leaders to learn their thinking on subjects considered before taking its stand. First topic was the CIO-sponsored referendum on increasing unemployment compensation benefits, slated for November.

WMAQ DELINQUENCY REPORTS

"SORDID and shocking recitals of crime" are claimed by WMAQ Chicago in a new juvenile delinquency series titled *They Talked to a Stranger*. Ten programs were tape-recorded by Len O'Connor, newsman at WMAQ and WNBQ (TV), for use in a special two-week series which started last Monday. Cooperating with police authorities, Mr. O'Connor spent several months interviewing 16-20 year old youths—"graduates" of parental schools, reformatories and prisons—whose offenses ranged from petty thievery to armed robbery. WMAQ emphasizes that programs are broadcast so that listeners may get the facts, looking toward remedial measures on delinquency problems.

RAYTHEON HITS SALES JACKPOT

RAYTHEON Mfg. Co reports successful completion of its incentive "Jackpot Contest" designed to increase the firm's dealerships and boost sale of its radio-tv receivers. Raytheon claims it was able to add 50% more dealers to its marketing organization. Company awarded "super jackpot" bonuses to four salesmen who opened the largest number of dealerships and made the most tv set sales (two categories); gold-plated clock-radios to four distributors who closed the highest percentage of "open quota dealerships" and four others who sold most tv sets, and a choice of prizes to wholesale salesmen who sold the highest percentage of quota of tv sets.

WSBT-TV SHOWS STORK GIFTS

WSBT-TV South Bend, Ind., has incorporated a new "stork report" feature into *The Afternoon Show*, displaying photographs of new born babies, taken for identification purposes at hospitals within 24 hours after birth. At least one mother reportedly ordered a tv set installed in her hospital room to see her baby, and others joined her. Program also includes piano music, newscasts, weather and chatter.

BREAKS PROMOTION RECORD

WXIX (TV) Milwaukee will utilize some 300 radio announcements each week as part of a "record" advertising campaign through Dec. 31 to promote its new lineup of shows, the station has reported. The station's promotion department will place ads in area newspapers (some 50,000 lines) and use its own facilities to stress programming and promote proper antenna installations. The campaign will supplement CBS-TV space allocations in the *Milwaukee Journal* and *Milwaukee Sentinel*. WXIX (TV) also will use space in *TV Guide*.

UNIVERSITY SHOW ON WGN-TV

NORTHWESTERN U.'s *The Reviewing Stand*, a radio series for the past 21 years now carried by MBS, is being televised on alternate weeks by WGN-TV, the *Chicago Tribune* station. Program is seen every other Saturday, at 7 p.m., according to Kathryn Johnson, producer. Opening telecast was devoted to a discussion of "Crisis in the Suburbs."

SIGNBOARDS PLUG KTNT-TV

SEATTLE posters are heralding the fall programming of KTNT-TV Tacoma, Wash. The station has purchased 50 posters in Seattle, each of the large signboards plugging a different CBS or local show.

RAB ADDS SUCCESS STORIES

ADDITIONS to Radio Advertising Bureau's series of promotion pieces on nighttime radio are "State Street Fights Back—With Radio," Chicago success story, and "Currie's Played a Two-Night Stand in Minneapolis." The State Street folder tells how radio reversed a downward trend in Chicago shopping last year, claiming 71% of consumers identified the State Street slogan after the campaign. "Currie's Played a Two-Night Stand in Minneapolis" documents results of a random check by The Pulse Inc. after a two-night spot campaign selling a brand of ice cream known only to California. In its radio penetration experiment RAB found a high identification percentage of the product consumers could learn about only from the 15 radio spots played on the two-night Minneapolis stand. The brochures were released to advertisers, agencies and RAB members.

WBRC-TV Goes to the Fair

WBRC-TV Birmingham, Ala., originated all of its live programs, including stations breaks, from the Alabama State Fair grounds during the fair's six-day run.

"Channel 6 Television City" was set up in a 60 by 120 ft. tent, and over 100,000 people attended the broadcasts. A glass enclosed director's and engineer's booth, through which fair patrons could watch the inner-workings of a tv program, was built.

Four Alabama models serving as hostesses gave out 40,000 match covers, 12,000 *WBRC-TV Channel 6 News* magazines and over 8,000 pictures of station personalities.

R. H. McIntosh. general manager of the Alabama State Fair stated, "Ch. 6 participation at the fair greatly increased the attendance and increased interest throughout the state."

SHARON RICHIE, reigning Miss America, prepares to cut the tape opening "Channel 6 Television City" at the Alabama State Fair. Assisting Miss Richie is J. Robert Kerns, vice president-managing director of WBRC-TV Birmingham.

KSL-TV CAMERA FIRST AT WRECK

FIRST cameraman on the scene of the nations' worst air disaster this month was KSL-TV Salt Lake City cameraman Gael Boden. In an Air National Guard plane he reached the crash scene a few hours after wreckage had been identified and his films were aired on KSL-TV 12 hours after the discovery.

VICTIM'S MOTHER ON WCTC

WCTC New Brunswick, N. J., presented Mrs. Mamie Bradley of Chicago, mother of the 14-year-old Negro, Emmett Till, slain in Mississippi, in her first radio appearance. She appeared on the station's *Weekend* program Oct. 9 in short interviews aired throughout the day.

NBC-TV BIOGRAPHS HOOVER

NBC-TV Special Events' "A Conversation With Herbert Hoover," to be telecast Nov. 6 at 2-3 p.m. (2:30-3:30 p.m. PST) is being described by network spokesman as "virtually constituting an autobiography" of the 81-year-old ex-President. The filmed conversation, shot this past summer in Mr. Hoover's office in Stanford U.'s Hoover Library on War, Revolution and Peace, grew out of a planned 30-minute "wisdom" program, according to Davidson Taylor, NBC vice president in charge of public affairs. "However," Mr. Davidson said, "the former President devoted so much attention and time to the project that it was decided that the document should be shown as an hour-long special event."

CANADIAN STATION BIRTHDAYS

FIRST BIRTHDAYS for three Canadian television stations were marked by a small brochure mailed by All-Canada Television, national representative firm, to advertisers and agencies throughout Canada. Birthdays were featured for CHCT-TV Calgary, Alta., CFPA-TV Port Arthur, Ont., and CJCB-TV Sydney, N. S. Data on each station's market, number of tv homes and operating hours were included in the birthday announcement.

TWO-NATION NEWS TEAMWORK

TWO Mexican radio stations, XEO Matamoros and XEOR Reynosa, Tampico, serving the border area of the Rio Grande Valley, teamed up with the U. S. Air Force's "Emergency Airlift" to bring spot-coverage of the hurricane-hit Tampico disaster area to the valley's 76% Spanish-speaking natives. Stations' bilingual newsstaff, under direction of KTXN Austin, Tex., General Manager Robert N. Pinkerton, flew to the disaster area and then shuttled by airplane between points in the flood-stricken area to develop coverage. The initial broadcast proved so successful that it was re-aired over the Texas-Spanish language network, of which the two stations are affiliates. Network also includes four Texas stations: KIWW San Antonio, KUNO Corpus Christi, KTXN Austin and KRGV Weslaco.

WTVJ PROMOTES ROAD SAFETY

MIAMI, Fla., auto drivers never know what's in store when the long arm of the law reaches for them. It might be a traffic ticket, and then again it might be the wristwatch given to the "Safe Driver of the Week" on the new WTVJ (TV) show, *You May Be Next*. The station and local police cooperate every Wednesday at 6 p.m. to dramatize the safety issue and reward careful drivers.

CBS COLOR SERVICE COURSE

CBS-COLUMBIA, set manufacturing division of CBS, has begun training seminar courses in servicing CBS' color tv line. Courses are held at the firm's home office in Long Island City, New York. Courses, directed by Daniel Newman, product service director, supplement black-and-white servicing held in the field periodically.

LURES KIDS WITH NEWS COMICS

WKY-TV Oklahoma City is executing what it calls a "strip-tease" to build audiences for afternoon kids' programs. City newspaper readers this month are seeing a daily comic strip featuring station personalities 3-D Danny and Deputy Chris who emcee film shows of *The Little Rascals, Gene Autry* and *Roy Rogers*. To produce the strips the station photographed the two live personalities and built art work around them.

KFWB ENTERTAINS 150,000

KFWB Hollywood recently was host to an estimated 150,000 fans at Los Angeles Lincoln Park. The outing was staged in conjunction with Thrifty Drug Stores as part of contest promotion for Allen's Formula Food Supplement. KFWB presented a four-hour continuous stage show featuring Bob Hope, Spike Jones band, singer Helen Grayco and 20 other recording artists backed by five name bands.

WESTINGHOUSE SALES CONTEST

TO FAMILIARIZE salesmen with its product story, Westinghouse Electric Corp.'s Television-Radio Div., started its own version of *What's My Line?* Competition, called "On Record," asks retail tv and radio salesmen throughout the country to tape-record their knowledge of the Westinghouse product line. The contest will run through October, with salesmen taping actual sales presentations as they would be made on the dealer-level, for awards at local, regional and national levels. The seven regional finalists will receive trips to Westinghouse's television and radio plant at Metuchen, N. J., where grand prizes of $1,000, $750 and $500 will be awarded to the top three winners.

KTVH (TV) COVERS FAIR

KTVH (TV) Wichita claims comprehensive coverage of the 1955 Kansas State Fair last month, reporting it devoted over seven and a half hours to remote telecasts from the fairgrounds, plus highlighting on 17 KTVH programs. Virtually all KTVH staff members participated in fair coverage.

WABC ANIMAL CARICATURES

WABC New York has revised the format for its bi-monthly printed program-schedule, with covers featuring animals as attention-getters. The first one shows a caricatured fox holding a microphone and saying "You have to be real cunning to make people laugh as much as Ernie Kovacs does." Subsequent program schedule cover will feature animals promoting various WABC personalities.

Old Songs—Today's Hits

VETERAN New Jersey radio broadcaster, pianist and song writer Jimmy Shearer is providing WATV (TV) Newark with a musical bonanza—a twice-weekly show that features old-time songs. After his first six shows, Mr. Shearer received more than 30,000 letters and cards from viewers praising the program.

Mr. Shearer, long-time principal stockholder and president of WHBI Newark, found WATV (TV) officials skeptical of the format idea for his show when he outlined it to them, but since it's been on the air station executives are astonished —and gratified—by the response, pointing out that "there has never been anything like this mail pull in this market, even with the network stations."

The program consists of old-time songs played by Mr. Shearer, with chatter restricted to a minimum. He uses songs that are at least 25 years old. Mr. Shearer offers no premiums to viewers and does not suggest writing of letters, except to ask them if they like old songs.

The program is alternately sponsored by Koos Bros., Rahway, N. J., furniture store, and General Electric Co.

Based on the letters and reports from Koos Bros., which made its tv debut as original sponsor of the show, the audience is composed mainly of persons over 40, who learned the songs when they were youngsters or heard them from their parents.

Currently carried on Monday and Thursday (9:30-10 p.m. EDT), the program may be extended to a three-times-a-week basis, according to a WATV (TV) official. He said the station currently is negotiating with two advertisers for sponsorship of the third segment.

WESTINGHOUSE 'SELLATHON'

THREE-DAY "Sellathon" conducted by Waco appliance and television stores in Atlanta spurred on by double truck newspaper ads and tv spots on 10 minute intervals over WLWA (TV) there, netted the store 100,000 shoppers in 75 hours. Westinghouse regional sales and consumer products representatives, coordinating the "Sellathon," reported sale of 200 Westinghouse tv receivers, 100 radios and 30 hi-fi instruments.

KFRO MOBILE PROMOTION

PROMOTION department of KFRO Longview, Tex., keeps station name in front of area traffic with ad posters between headlights of public buses. Station message now rides on 10 transit vehicles. KFRO also reports reaching some 75,000 at Gregg County Fair with its booth on the grounds, originating about 15 remote broadcasts during fair week.

MAKES PITCH TO JUVENILES

SCREEN GEMS Inc. apparently believes it's good business to appeal not only to advertiser, agency, and tv officials, but also to their children. SG has prepared a sales promotion booklet on *Tales of the Texas Rangers* (CBS-TV, Sat., 11:30 a.m.-12 noon EDT), designed to stimulate sales on the series in markets not covered by the network sponsorship. After making its "pitch" to adults, the booklet, patterned after a "Golden Book" for children, continues with a complete Texas Rangers tale. The booklet was entirely the work of Screen Gems personnel, produced under the direction of Henry S. White, director of advertising and promotion.

WEAW-FM FAIRY STORIES SELL

FAIRYTALES are the stock in trade of Rosalind Ashley and Eleanor Marinell who appear Saturday noons over WEAW-FM Evanston, Ill., as the *Bunnygraph Story Ladies*. Their own brief radio careers took a fairytale twist recently when their sponsor, the Bunnygraph Photography Studio, signed them for 52 weeks. This was the culmination of an urge felt a year and a half ago by the two housewives who took some library material and a borrowed recorder and parlayed them into a popular small fry show. Writing their own commercials the ladies found the program a commercial success from its inception last month.

NEW FLOOD COVERAGE RALLY

NEW ENGLAND stations, with the last floods only two months behind them put in long hours of public service coverage again the weekend of Oct. 14. WTIC Hartford, Conn., broadcast 68 consecutive hours with flood waters in its transmitter building coming within two feet of power transformers. WBZ-AM-TV Boston shot more than 800 ft. of film at flood scenes and had immediate reports from 12 correspondents. WFGM Fitchburg, Mass., featured extensive coverage for its own listeners and acted as origination point for other New England stations throughout the weekend. WNAC-AM-TV Boston flashed flood bulletins on the air and screen hourly and broad-

cast traffic conditions, official interviews and event cancellations. WAVZ New Haven, Conn., scrapped its whole Oct. 16 schedule to broadcast on-the-scene flood reports. WTRY Troy, N. Y., coverage, lasted all night, was highlighted by direct broadcast from a listener in the Virgin Islands describing Hurricane Katie, in the Indies at that time. WHDH Boston featured an exclusive report from Howard Moulton, New Haven Railroad publicity director, in addition to hourly flood coverage.

CLOISTERED NUNS TO SING

CHOIR of the cloistered Passionist Nuns, Dunmore, Pa., will be heard for the first time Oct. 30 on *The Hour of the Crucified* over some 200 stations carrying the weekly program produced by the Passionist Fathers, West Springfield, Mass. This "first" is being presented with permission of the Most Rev. Jerome Hannan, D.D., Bishop of Scranton, Pa.

TELERAD APPLIES FOR JOBS

TELERAD INC., broadcast management firm headquartered in Pueblo, Colo., has issued a brochure "applying" for new station management jobs. Booklet says, "My name is Telerad. This is my application for general manager of your broadcast property or properties," and goes on to introduce Telerad station specialists in pictures and background sketches. Management achievements listed in the presentation are profit operations for KCSJ-AM-TV Pueblo and KGA Spokane, Wash. The brochure also contains references and fees.

CBC FEATURES KING WHYTE

NEW OUTDOOR sports show is being aired Saturday evenings on CBC Tv Network following national hockey telecasts. *The King Whyte Show* features fishing and hunting news and adventures by outdoor writer King Whyte. Guests include specialists on fish and animals from government departments, museums and universities, who discuss outdoor films shown on the program. Sponsor is Whitehall Pharmacal (Canada) Ltd., New Toronto.

TOURISTS REMEMBER CKCW

CKCW Moncton, N. B., has been using a small folder as a souvenir for summer tourists interinterviewed on station's *Tourist Talks* program. Folder includes a polaroid camera photo of visitor being interviewed at station by the CKCW emblem, Lionel the Lobster. Data on CKCW-AM-TV is included in the folder.

Station Authorizations, Applications

(As Compiled by B • T)

October 13 through October 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of September 30, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,757	521	144
Cps on air	14	17	†329
Cps not on air	113	17	108
Total on air	2,771	538	473
Total authorized	2,884	555	581
Applications in hearing	150	2	169
New station requests	219	7	28
New station bids in hearing	95	0	112
Facilities change requests	143	6	38
Total applications pending	727	131	256
Licenses deleted in Sept.	0	5	0
Cps deleted in Sept.	2	0	3

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Oct. 19

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,769	2,765	175	254	154
Fm	540	522	41	14	3

Tv Summary Through Oct. 19

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	313	604
Noncom. Educational	17	17	34

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	334	103	437
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	950	337	750	536	1,287
Noncom. Educ.	59		32	27	59
Total	1,010	337	782	564	1,347

[1] 153 Cps (30 vhf, 123 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 638 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

PETITIONS

Allocations standards-assignments—ABC petitions FCC to revise tv allocation standards and table of assignment by: (1) accomplishing partial de-intermixture by removing ungranted vhf channels from cities where there are existing uhf stations having good chance for survival and reassigning vhf channels to cities where they are needed; (2) permitting additional vhf stations to be established in markets having two or more commercial vhf channels; (3) reassigning unused vhf educational channels as commercial in those markets where there are two vhf assignments and where additional vhf assignments could not be secured and (4) making continuity of service where vhf channels are added. Filed Oct. 14.

Caguas, Puerto Rico—Supreme Bcstg. Co. petitions FCC for transfer of unused ch. 7 at Ponce, P. R., from Ponce to Caguas-San Juan area. Also assigning chs. 2, 4, and 11 to San Juan-Caguas area, ch. 9 to Ponce area and chs. 3 and 5 to Mayaguez area. Filed Oct. 14.

Existing Tv Stations . . .

ACTIONS BY FCC

WTVH (TV) Peoria, Ill.—Granted mod. of cp to change ERP to 191 kw vis., 129 kw aur. install new ant. system and make other equipment changes. Ant. 610 ft. above average terrain. Granted Oct. 13; announced Oct. 17.

WTTV (TV) Bloomington, Ind.—FCC denied request of station for waiver of Sec. 3.658(b) of Commission "territorial exclusivity" rules to permit WTTV (TV) to retain "first refusal" clause with respect to Indianapolis in its affiliation contract with NBC. Denied Oct. 19.

WDMJ-TV Marquette, Mich.—Granted mod. of cp to change trans. site to point 13 miles southwest of Marquette, specify studio location in city, change ERP from 24.5 kw vis. and 13.2 kw aur. to 100 kw vis. and 60.3 kw aur. and increase ant. from 630 to 790 ft. Granted Oct. 19.

KHOK-TV Hayes Center, Neb.—By letter, FCC denied request for waiver of Sec. 3.652(a) of rules insofar as vis. station identification at beginning and ending of each time of operation is concerned. Denied Oct. 19.

APPLICATIONS

WJIM-TV Lansing, Mich.—Seeks cp to change trans. location to Vanatta Rd., near intersection of Cavanaugh Rd., approx. 7.5 miles from Lansing city limits, make ant. and other equipment changes. Ant. height above average terrain 1,000 ft. Filed Oct. 18.

WDSM-TV Superior, Wis.—Seeks mod. of license to change studio location to 230 East Superior St., Duluth, Minn. Filed Oct. 18.

WORA-TV Mayaguez, Puerto Rico—Seeks mod. of cp to change corporate name to Supreme Bcstg. Co. of Puerto Rico, change studio location to Darlington Bldg., Mayaguez, change ERP to 100 kw vis., 50.12 kw aur. and make equipment changes. Ant. height above average terrain 1,994 ft. Filed Oct. 19.

New Am Stations . . .

ACTIONS BY FCC

John Day, Ore.—FCC dismissed Radio 388 application for cp for new am to be operated on 1230 kc, 250 w unl. per Sec. 1.381 of rules. Dismissed Oct. 14.

Lakeview, Ore.—FCC dismissed Radio 388 application for cp for new am to be operated

(Continues on page 104)

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Negotiator
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Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

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No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Want working sales manager (am station) with proven selling record who can earn $12,000-$18,000 yearly on salary plus monthly bonus. High degree freedom. Among top half dozen Carolina cities. Our staff knows of this ad. Box 187E, B•T.

Immediate opening for sales manager experience in competitive market. 5 kw, southeast. Salary plus commission. Box 194E, B•T.

Manager-salesman combo wanted for clean small market daytimer. Salary and commission. Tell all including minimum earnings expected, references, photo, tape. Box 296E, B•T.

Manager, young, aggressive, strong on sales with experience in small market as sales manager or manager for metropolitan station. Box 299E, B•T.

Salesmen

Florida coastal 5000 watt independent wants experienced sales representative. Potential excellent. Ground floor—20% protected accounts. Box 104E, B•T.

Experienced salesman wanted for kilowatt independent in rich midwestern market. $400 per month guarantee. 15% commission. Protected account list. Potential $6000 per year and up to hard worker. No local tv or radio competition. Applicant must seek personal interview. Box 184E, B•T.

Regional station in south-southwest market has immediate opening for experienced man. This job is worth about $6-7,000 a year to the right party. Guarantee. 15-25%. Box 242E, B•T.

New station has openings for salesmen. Guarantee and liberal commission. Must be experienced in radio or TV sales. Box 243E, B•T.

Midwest station operating 24 hours a day needs topflight salesman who, over long haul, is capable of earning more than general manager. $100.00 per week guarantee, 15% commission above guarantee. Should earn in excess of $7,000.00 first year, $9,000.00 second year. No ceiling except as imposed by time and ability. Heavy drinkers and floaters need not apply. Give full details first letter. Box 254E, B•T.

250w network affiliate southeastern Massachusetts. Salary, commission and mileage allowance. Good opportunity for aggressive young man. Box 292E, B•T.

TV
ACCOUNT EXECUTIVE
2-3 Years
Selling Experience
A Must
WXEX-TV
Sales Office:
6200 West Broad St.
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Phone: 88-2837

RADIO

Help Wanted—(Cont'd)

Time salesman to sell and service key accounts. Salary and commissions. State minimum salary expected. Send detailed information. Golden opportunity for hustler seeking managerial opportunity. Box 295E, B•T.

Unusual opportunity for salesman. Married, 25-35 to become sales manager metropolitan station and eventually manager of one of group stations. Box 298E, B•T.

Experienced salesman-announcer, who can handle early morning show for 500w independent. 6:00 AM to 9:00 AM Monday-Saturday shift only. Balance of time selling and servicing. Salary plus commission. KCHE, Cherokee, Iowa.

Experienced radio time salesman. **Guarantee** $380. Commission. Send experience, photo, references. KCHJ, P.O. Box 262, Delano, California.

Local account salesman with announcing experience. Salary plus commission. Good market. ABC station. KFRO Longview, Texas.

Salesman—Wisconsin independent looking for creative salesman. Good income to right man. Send photo, and details, first letter, Write Manager, WCHF, Chippewa Falls, Wisconsin.

Business is good! We need a young, aggressive, creative salesman immediately. Salary plus commission. Terrific opportunity to grow with progressive station. Write Manager, Radio Station WELL, Battle Creek, Mich.

Announcers

Announcer needed by 5000 watt fulltime regional in North Carolina. Write letter including experience, education and salary requirements. Box 180E, B•T.

Top-flight morning man for radio who would like to do an afternoon show on a full power NBC-TV affiliate. Immediate opening. Salary limited only by ability to produce. Send pic, tape, full history and salary requirements to Box 209E, B•T.

Southern California's finest community outstanding in climate and culture. Kilowatt affiliate needs exceptional announcer with first ticket. Must have good voice, experience and persuasive sell. Send resume, snapshot and tape which will be returned. Box 250E, B•T.

DJ for combo operation. Must have expert knowledge of popular music field and be topnotch air salesman. Should have more than passing interest in news, community services. Excellent opportunity for man with ideas who concentrates on work rather than clock watching. No beginners, no floaters, no politicians considered. Work with most congenial, mature staff. Finest new equipment in studios as modern as tomorrow. Midwest. Give full story in first letter which will be treated confidentially. Box 255E, B•T.

Morning personality for established am in growing Michigan market. If you can sell on the air and keep sponsors happy let us know about your background and experience. Send tape and photo. Box 289E, B•T.

Aggressive five kilowatt independent expanding. Will hire top announcers . . tv in future . . we start $90.00 . . rest is up to you. Tape and qualifications. G. F. Roberts, KBIM, Roswell, New Mexico.

Topflight announcer-operator for station where quality and production important. Up to $80 for right man. Opportunity for additional income in sales if desired. Don't apply unless experienced and versatile. Send tape and details immediately to KRSN, Los Alamos, N. M.

Experienced Negro DJ for spiritual, RB show. Top Negro market. Send tape, details. Radio Station WFEC, Miami, Fla.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

RADIO

Help Wanted—(Cont'd)

KWBY-Colo. Springs top-rated station, all music and news, wants inde-experienced, responsible, straight announcer with first ticket (also without ticket apply), enthusiastic delivery, know Gates operation. Excellent salary, conditions, permanent. Air mail tape, photo and information to John Buchanan, Pres., Music Broadcasting Corp, P. O. Box 764, Colorado Springs, Colorado.

Announcer-salesman. Good voice, desire to sell. Experience not necessary. Prefer southerner. Salary, commission, expenses. Personal interview required. Call Bill Duke, WKDL Clarksdale, Miss. Main 4-4908.

Wanted: Staff announcer with ability to help gather and write local news. $60.00 weekly for 40 hours. Contact WLBG, Laurens, South Carolina.

Announcer: Experienced with restricted license. Send full information first letter. WLPM-Suffolk, Va.

Combination announcer — first phone engineer. Central Pa. university town. Station Manager, WMAJ, State College, Pa. Write or phone Adams 7-4959.

Young announcer for staff and assist with news. Excellent opportunity with kilowatt independent. Apply with tape. WMIX, Mt. Vernon, Illinois.

Immediate opening; experienced announcer. Send tape, full details and salary requirements first letter. WMLT, Dublin, Georgia.

WPIK, Alexandria, Virginia, metropolitan Washington, D. C. area independent wants good announcer. Must be experienced, capable, dependable. Looking for man with ability to sell on air. Send tape and resume, first letter, WPIK Alexandria, Virginia.

Personality announcer—Immediate opening for topflight announcer who has proven record as successful DJ as well as all-around staff abilities. Possibility for some on-camera work in tv. Send complete information background, experience, past and expected earnings, tape and photo. WSAV, Savannah, Georgia.

Announcer with first class license. Immediately. WVOS, Liberty, N. Y.

Outstanding southern West Virginia independent has immediate opening for all-around announcer. Emphasis on ad-lib and DJ personality shows. Give full details first letter and audition tape, if possible. WWNR, Beckley, W. Va.

Technical

Chief engineer for Pennsylvania station. Must have full knowledge of all equipment. Be an excellent maintenance man and good general worker. Good starting pay with regular increases. Write Box 910C, B•T.

Wanted: Chief engineer with first phone ticket and know-how, prefer single man with auto. Must be willing to work short hours and good pay. With 5000 watt independent daytime station. Box 188E, B•T.

Chief engineer—experienced in remote control transmitter. 5 kw southeastern station. Send resume and salary expected. Box 195E, B•T.

Nebraska daytimer has opening for chief engineer, with emphasis on announcing. Only good, clean, experienced fellows need apply. Will pay up to $400.00 a month for the right man. Box 272E, B•T.

Chief-engineer-announcer — new — beautifully equipped 1000 watt daytimer—top position, pay vacation, working conditions—progressive, sound and solvent station—we'll wait for good man. Send resume, tape, WBOF, Virginia Beach, Virginia.

Chief engineer — some announcing if possible. WESO, Southbridge, Mass. Letters. No phone calls. Include salary and references.

Opening for experienced chief engineer-announcer. Send full details immediately—WPMP, Pascagoula, Miss.

Engineer-announcer. Immediately. WVOS, Liberty, N. Y.

Fred O. Grimwood and Company, Inc., Railway Exchange Bldg., St. Louis, Missouri, second oldest consulting radio engineering firm in the United States needs additional allocation engineers with experience in all types of application engineering work.

RADIO

Help Wanted

Engineer, contact Edwin Kennedy, 920 King, Wilmington, Delaware.

Programming-Production, Others

Creative, thorough and experienced program director required for one of the midwest's great independent 5000 watt stations. Send work resume, snapshot and tape (if air work is strong). Box 212E, B•T.

Kansas station in urgent need commercial copywriter. Excellent opportunity for one who wants permanent location work with congenial efficient staff in new studios as modern as tomorrow. Good starting salary. Give complete background first letter. Box 240E, B•T.

North Carolina 250 Mutual affiliate needs experienced copywriter who can also gather, write local news. Car essential. Air mail complete data, references, starting salary needed, availability. Box 277E, B•T.

SITUATIONS WANTED

Managerial

General manager of successful, independent, competitive major market, desires to grow with similar operation in major or secondary market. Experienced all phases radio from FCC application through profitable management. Salary commensurate with right community and ownership policies. Glad to talk over your offer. Box 276E, B•T.

Announcers

Ten years radio-television. Degree, family, veteran. Want job with a sales future. Available immediately. Box 221E, B•T.

Announcer, DJ. 3 years experience. College grad. Married. Seeks permanent position with future. Box 228E, B•T.

Good voice, no experience, willing to learn, self taught. Will send tape. Box 251E, B•T.

Yankee yearns to work in wonderful west Texas. Box 252E, B•T.

Announcer — 3½ years experience. Pleasant, easy-going deejay. Selling commercials. Objective newscasts. Tape. Box 257E, B•T.

Experienced announcer. Presently at midwest station, DJ news, sports. Single, car, vet. Wish to relocate, permanent position, tape, resume. Box 259E, B•T.

Experienced announcer. Heavy sports, play-by-play—all phases news, DJ, working midwest station, wish to relocate tape, resume, available immediately. Box 260E, B•T.

Experienced announcer, first class ticket. Top DJ, popular or western. Morning man past 4 years. 5 years with same employer. Box 261E, B•T.

Experienced staff announcer, two years in present position, wishes advancement. Box 262E, B•T.

Capable staff announcer. Two years experience. Ambitious, reliable. Salary $65. Box 264E, B•T.

Experienced DJ-announcer 7 years. Married. Presently employed. Minimum $125. Tape on request. Box 266E, B•T.

Experienced staff announcer. Classical music only. Top Pathfinder graduate. College. Tape, details upon request. Box 269E, B•T.

Eleven months experience as staff announcer. Now desires relocation to east or midwest. Married, veteran, third ticket. Presently employed. Tape upon request. Box 270E, B•T.

Attention northeast—employed announcer, 1½ years experience. Vet, single, 23. Box 280E, B•T.

3 years radio-tv sports—5 years present position. Desire to relocate before basketball season. Only top sports job considered. Locality secondary to job opportunity. Address all replies Box 281E, B•T.

Year-round sportscasting position wanted. Basketball specialty, also baseball, football, experienced, vet, married, 24, degree, prefer midwest or northeast. Box 282E, B•T.

Morning man or feature announcer—not just another DJ, but a community and sales-minded broadcaster. 10 active years in the industry. Thoroughly seasoned and experience plus. Dependable, sober, well recommended. Interested in working with you. Married, family on way. For resume, picture and tape write, giving your story, to Box 283E, B•T.

Announcer. 24, veteran, DJ, news sports, references, tape. Will travel. Box 284E, B•T.

Staff announcer. Married. Recent broadcasting school graduate. Versed all phases. Will travel. Tape, resume. Box 285E, B•T.

RADIO

Situations Wanted—(Cont'd)

Staff announcer. Vet. Married. Recent broadcasting school graduate. Will travel. Box 286E, B•T.

Experienced staff and DJ man desires to relocate in college town for purpose of attending school. Presently working for top 5 kw midwestern station. Single, draft exempt, top quality work. Prefer Ohio. Box 287E, B•T.

Attention: 250-500 watt, graduate Midwestern, good news, smooth DJ, much potential, tape, resume, photo on request. William Altiere, 2424 N. Lowell, Chicago, Ill.

Attention: 250-500 watt, graduate Midwestern, good news, smooth DJ, much potential, tape, resume, photo on request. Nick Celozzi, 3133 W. Lexington Street, Chicago, Ill.

DJ, sports play-by-play, versatile, 2 years experience, married, 27, vet, Pete Franklin, 73 Propp Ave., Franklin Square, L.I., N.Y., Phone: FL 2-6286.

Top DJ, staff anouncer. Former AFRS traffic manager, SRT graduate. Limited civilian experience. Married, 25. Steve Hodges, 4849 N. Mulligan Ave., Chicago 30, Ill.

Negro announcer—DJ, ideas, trained voice, married, sober, reliable. Available immediately. Tape, resume, will consider all offers. Leonard Willoughby, 17 Herkimer St., Brooklyn, N. Y.

Top play-by-play basketball announcer available immediately. Five years experience also doing staff, baseball, football. Write—Wire Mike Wynn, 201 West 77 St., N. Y. C.

Combination announcer-engineer. Experienced independent and network operation. Minimum $75. Box 1208, Stewartville, Minnesota. Phone: 5791.

Technical

Radio-television, four years, transmitter engineer. 1st class license, car. Box 227E, B•T.

First phone. 8 years radio—2 tv. Desires chief in small station. Midwest-west. Box 258E, B•T.

Chief engineer—Now chief of daytimer looking for full-time station. 16 years experience all phases am-fm and studio including construction. Box 265E, B•T.

Present chief — directional — desires position in Carolinas. No announcing ability. Box 273E, B•T.

First phone, experienced, pediculous, lazy, shiftless, no account. Immediate availability. Box 279E, B•T.

Chief engineer-announcer, 6 years experience, desires permanent position with southern station only. Full details first letter. Box 294E, B•T.

Programming-Production, Others

Top experienced young man. NBC regular staff production-director. Also small station experience, all phases. College graduate. Desire responsible production or administrative position, radio or tv. Box 955C, B•T.

Program director desires change. Three years experience in directing, announcing and producing. Box 133E, B•T.

Young woman, seven years experience as radio copywriter, desires position with future in competitive market. Will consider tv or agency. $100 weekly. Presently employed. Box 213E, B•T.

Farm director with tv experience interested in locating on west coast. Box 253E, B•T.

Sports director. Ten years radio, three years television experience. Excellent play-by-play sports. Top references. Minimum $150 a week. Box 267E, B•T.

Writer-producer-announcer professional quality recorded commercials. Unique, humorous, proven successful. Major market experience. Seeking midwest metropolitan connection. Box 297E, B•T.

Program director—resigned after 3½ years at southeastern 5000 watt CBS affiliate. 16 years experience every phase of radio station operation—9 years as program director. Qualified and capable to manage operations. Imaginative, creative and a hard worker. No drifter. Seeking comparable position at good station. Salary open. For full details write or call for interview and references —Frank Hubbs, 902 W. Pine Street, Rossville, Georgia. Telephone 89-4675.

Program director-producer. In radio since 1927. Former actor, announcer, dramatic director, program director. Four years as station manager. Recently completed State Department assignment as consultant-advisor to Radio Baghdad. Robert E. "Bob" White, 558 Audubon Avenue, Pittsburgh 34, Pennsylvania.

TELEVISION

HELP WANTED

Salesmen

Permanent, experienced television salesman for regional sales with new station in excellent market. Outstanding opportunity for a progressive man. Contact Ray Carow, Mgr., WCTV, Thomasville, Ga.

Announcers

Disc jockey, here's a chance to break into tv. One of the midwest's top network radio and tv operations needs personalities with voice and drive. Work radio shifts plus tv. Send pic, tape, full history and salary requirements to Box 210E, B•T.

VICE PRESIDENT

in charge of SALES

We offer an exceptional opportunity to a seasoned sales executive. We seek a top calibre business associate of unquestionable personal reputation to assume a major position in our company and in our community. This is a newly created, but permanent position.

The man selected will have a good background and experience in creative selling, sales leadership, and proven ability to inspire and direct a sales staff. TV experience not required but intimate working knowledge of marketing, distribution, and retailing is essential. Agency and national contacts secondary to ability in creation and development of retail and other local TV advertising revenue.

We want a mature thinker who shares our vision and unabounded faith in the future of TV and the new south. Being all southerners, we naturally prefer a man whose personality and experience fits him for doing business with southern business men.

Ours is the dominant area station in coverage, audience, and billings. Market keenly competitive but profitable for both stations. We are sound, well financed, with many years successful experience in radio-TV. Augusta is a major southeastern market with metropolitan population 250,000. Our station serves over a million.

Remuneration will be based on salary and direct participation in growth of our business. Man we seek is now probably making $9-$12 thousand, but is confident he has the sales and administrative ability to be worth $20-$25 thousand to a station like ours in just a few years.

Your interest in this position will be kept *absolutely confidential,* and no investigation will be made without your permission. Write to J. B. Fuqua, President, Georgia-Carolina Broadcasting Company, Box 490, Augusta, Georgia.

100,000 watts NBC-ABC

WJBF 6

CHANNEL...

AUGUSTA • GEORGIA

TELEVISION

Help Wanted—(Cont'd)

Do you have a good radio announcing background? Would you like to get into television as a director-announcer? Are you neat in appearance—willing to work? Send recent photograph and audition tape to WCSC-TV 485 East Bay St., Charleston, S. C. Attention: Charlie Hall.

New station on Channel 10 in El Dorado, Arkansas, has openings for experienced announcers. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Technical

Southeastern vhf tv station needs experienced first class engineer. Send complete qualifications, references, photograph and salary requirements. Box 191E, B•T.

Tv engineer, familiar with RCA microwave. Good position, excellent chance for advancement. WHIS-TV, Bluefield, West Virginia.

Chief studio engineer wanted for low-channel vhf now under construction. Must be thoroughly conversant with operation and maintenance all studio gear. Send complete information including background, experience, photo, WSAV-TV, Savannah, Georgia.

Maximum power Channel 2 station needs transmitter supervisor. Must have complete knowledge of maintenance and operation of General Electric transmitter equipment TT10A and TF3A. Address reply to Inter-American Publications, Inc., 41 East 42nd Street, New York 17, New York.

Two excellent opportunities at top television station. 1. tv control room technician. 2. transmitter operator, 1st class license. Apply P. O. Box 1153, Charleston 24, West Virginia.

Programming-Production, Others

For expanding schedule, need director, continuity writer and traffic girl. Send photo and complete information. KTIV, Sioux City, Iowa.

Copywriter—WKOW-TV, Madison, Wisconsin needs experienced commercial writer. Mail complete details and samples.

TELEVISION

New station on Channel 10 in El Dorado, Arkansas has openings for men or women in continuity, news, and film departments. Call Union 2-3480 or write Box 791, El Dorado, Arkansas.

Situations Wanted

Announcers

Woman commentator, 4 years N.Y.C. experience, interested in job commentating and/or woman's director of tv station. Coast, southeast, southwest. Box 275E, B•T.

TV student—N. Y. C. wants any job in television field. College graduate in business administration. Melvin Lippman, YMCA, 356 W. 34th St., New York City.

Technical

Studio technician: RCA graduate. First phone, first telegraph, ham. Ten years electronic field. Vet, single. Box 263E, B•T.

TV supervisor of maximum power vhf, desires position as assistant chief engineer. Have constructed three stations, strong on maintenance, experienced on G.E., RCA, DuMont. Box 268E, B•T.

1st phone, no experience, vet, 32, grad radio television school, can travel. Peter Cap, 233 Cook Ave., Yonkers, N.Y.

Programming-Production, Others

Young family man, seven years radio-television experience announcing, directing, producing. Earning $6,500 annually. Box 134E, B•T.

Gal Friday—Experienced television, films, theatre, advertising. Extremely capable handling production details. Box 271E, B•T.

FOR SALE

Stations

Exclusive. Semi-metropolitan am. Beautiful transmitter site, owned outright. Located outstanding southwestern city, mild climate. Available to competent am executive only, best terms. Ralph Erwin, Broker. Box 811, Tulsa.

FOR SALE—(Cont'd)

Stations

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Equipment

For sale: Radio broadcasting or microwave equipment. Complete radio broadcasting power house—converters—motor generators—compressors, transformers—electrical controls and switchboards. 13 towers, 150 ft. to 700 ft. high—some guyed, some self-supporting. Box 967C, B•T.

For sale—one type 70-C2 RCA turntable original black and grey finish, in first class condition—$225.00. Box 181E, B•T.

New unused Magnecorders display models guaranteed perfect. One each PT6GAHP, PT6VAH, 30% discount. Box 192E, B•T.

Memovox recorder/reproducer. Dual unit, 2 recorders, 2 amps, 2 reproducers, excellent reference recorder, top condition, $75.00. Box 290E, B•T.

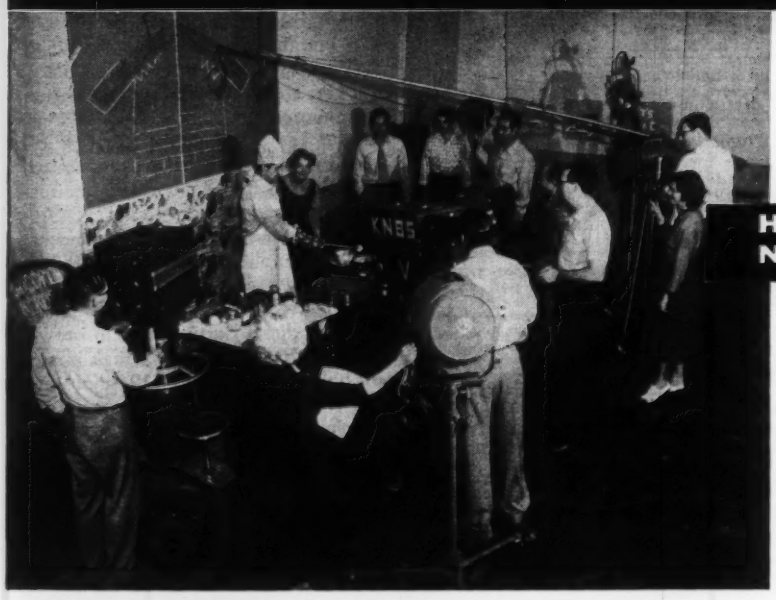
Type 78 Wincharger am tower 150 feet standing. $200.00 or best offer. WCMC Wildwood, N.J.

1 RCA—250 K transmitter. 1 composite 250 watt transmitter. 1 RCA antenna unit-type AZ-4201. 1 Blaw-Knox tower—150'. Also miscellaneous items—all in good condition and in operation up to several weeks ago. No reasonable offer refused. WDAS Broadcasting, Belmont Avenue and Edgely Road, Philadelphia 31, Pa.

Several Sagmo capicitors—I have .0001-10M, .0002-20M, and .002-10M. I need four .00025-25-M or 35-M. 3 kw fm transmitter Federal telephones with antenna and coax—cost $17,000.00 will take $4500.00. Write WETO Radio Station, Box 827, Gadsden, Alabama.

Gates 500 watt transmitter 1 year old, like new, $2800. WFAR, Farrell, Pa.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor ... John Birrel ... assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE—(Cont'd)

Equipment

Western Electric fm antenna for sale. A real buy. WHOS, Box 1127, Decatur, Alabama.

Three used RCA 44BX velocity microphones with desk stands—good condition—WIEL, Elizabethtown, Kentucky.

RCA 86-A1 limiting amplifier with RCA recommended modifications. WRFD, Worthington, Ohio.

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Experienced broadcasters looking for daytimers with potential. Replies confidential. Box 288E, B•T.

Experienced program director-announcer. $15,000 to invest as part owner southern television station. Box 291E, B•T.

Equipment

50, 100 and 250 watts fm transmitters, broadcasting quality. Guarantee Radio Supply Co., Laredo, Texas.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license preparation. Positive results technical, non-technical. Evenings, Saturdays. Monty Koffer, 743 Hendrix St., Brooklyn 7, N. Y.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

MISCELLANEOUS

Grantham School graduates, Allen, Bigows, Brinker, Callahan, Chaudoin, Clark, Coffman, Darrow, Dragin, Duque, Figueras, Fleming, Grey, Grove, Hatch, Hobkirk, Inglish, Kleckner, Lemoine, Lewis, Livingston, Lovejoy, Medeiros, Melton, Mullen, Myers, McClarty, Nelson, Neville, Omer, Phillips, Porter, Reeves, Schaberg, Scott, Sherrick, Sydney, Street, Wallington, Wiborn, Wheeler, Williamson, Wing, Young, Zuiderweg: Please inform us of your present addresses to bring our files up to date. I would like to hear from other graduates also. Write me at our Washington division. Don Grantham, 821 19th St. N. W., Washington 6, D. C.

RADIO

Help Wanted

Managerial

COMMERCIAL MANAGER

Needed by Nov. 1st at 250 Mutual in 17,000 N. C. market. No high pressure, floaters, drunks need apply. Must have proven sales ability. Permanent position with management future. Guaranteed draw, commission, expenses to start; profit percentage added for right man. Tell all air mail. Box 278E, B•T.

Announcers

Iowa 1 kw radio immediately needs announcer holding first class ticket for news and play-by-play sports. Full schedule of basketball, football and baseball. Wonderful opportunity in sports and news field. No engineering duties. All air work. Give complete information in first letter, when available and expected salary. Contact Manager, Radio Station KOKX, Keokuk, Iowa.

Help Wanted—(Cont'd)

Salesman

» » **ATTENTION, SALESMEN!** « «

DETROIT POWER STATION

offers

UNUSUAL OPPORTUNITY

* Increased Earnings
* Unlimited Possibilities
* Ever-growing Market
* Hunting & Fishing Paradise
* Year round Vacation Land

Ability more important to us than long experience. Don't delay, write today. Sell yourself, first letter.

Box 244E, B•T

Situations Wanted

Managerial

CONFIDENTIAL

Well known broadcaster with top-rated sales record wishes to relocate with progressive operation. Can produce first rate sales and low operating costs. Have thorough knowledge of the industry (both Radio and Television)—Agency—Buying—Construction, etc. All replies will be held in strict confidence.

Box 237E, B•T

TV STATION MANAGER OR SALES MANAGER

Well-known manager seeking change. Complete knowledge of overall management, strong on sales, budget-minded. Ten years experience top agencies, reps and networks—both radio and television. Box 293E, B•T.

FOR SALE

Equipment

T-V EQUIPMENT FOR SALE!

All General Electric: Line monitor, control console and mixing equipment ..... $ 4,105
Film Camera Channel, complete $11,500
16 MM. Projector ..... $ 4,700
Slide Projector ..... $ 2,750
2 G-E Power Supplies .. $ 1,360
Also: Dumitter ..... $ 550

Will sacrifice lot for cash offer. Contact RADIO KXOA, Sacramento 15, California.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

FOR SALE—(Cont'd)

Equipment

NEW EQUIPMENT

RECTIFIERS; Power Supply type RA-87, tapped at 90 to 220 volts, 50-60 cycles, good for small 115 volt DC applications up to 46 watts and for 115 volts AC up to 500 watts, input 115/230, size 7½" x 8⅜" x 7½". $75.00 ea.

SWITCHBOARD CORD, testing, green cotton braid, 6' lg, type 2W15B with 2 clips on one end and one each type 241A plug at other end. $3.00 ea.

Metropolitan Telephone Supply Corp.
254 Navy Street, Brooklyn 1, N. Y.

WANTED TO BUY

Stations

SELL OR LEASE

Experienced operator wants to buy AM Station or lease with option to buy. Must be in market of 300,000 or more. Northeastern States only. All replies from principals answered promptly and held in confidence. This is not a broker's ad.
Box 932C, B•T

STATIONS WANTED NOW
— — — COLORADO — — —
Texas, Oklahoma, Missouri, Kansas, and Arkansas. Complete office facilities in Texas and Oklahoma.
RALPH ERWIN
Box 811 Broker Tulsa

Equipment

WANTED TO BUY

1 G.E. 10 KW-FM Amplifier

Write Box 256E, B•T
giving all particulars in detail

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes—
Over 1700 Successful Students

EMPLOYMENT SERVICE

PR* vs *PR

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.
A confidential service to Radio and TV Stations, and program producers, anywhere.
Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

(Continues from page 98)

on 1230 kc, 250 w unl. per Sec. 1.381 of rules. Dismissed Oct. 14.

APPLICATIONS

Thomasville, Ala.—J. Dige Bishop, 630 kc, 1 kw D. Post office address P. O. Box 29, Andalusia, Ala. Estimated construction cost $15,440, first year operating cost $26,000, revenue $32,000. Mr. Bishop owns 20% of **WCTA-AM-FM Andalusia,** 40% of **WDOB Canton, Miss.,** and has pending before FCC application for disposal of his interest in **WVIM Vicksburg, Miss.** Filed Oct. 14.

Branson, Mo.—The Hill Bcstg. Co., 1220 kc, 250 w D. Post office address West Plains, Mo. Estimated construction cost $15,690.15, first year operating cost $36,000, revenue $42,000. Principals are equal partners **Robert F. Neathery,** owner of **KWPM-AM-FM West Plains, Mo.,** 95% owner **KALM Thayer, Mo.,** and 95% owner of new fm in **Mammoth Spring, Ark.,** and **L. C. McKenney,** owner of **KMDO Fort Scott, Kan.,** and **KRMO Monett, Mo.,** and manager of **KICK Springfield,** and **KLRS Mountain Grove,** both Mo. Filed Oct. 14.

Willow Springs, Mo.—Radio Station K—1330 kc, 1 kw D. Post office address Radio Station **KWPM West Plains, Mo.** Estimated construction cost $11,-567, first year operating cost $32,000, revenue $36,000. Principals are **Robert F. Neathery** (95%), see Branson, Mo., application above, and **Robert Neathery Jr.** (5%), 5% owner, **KALM.** Filed Oct. 19.

Gretna, Va.—Central Virginia Bcstg. Co., 730 kc, 1 kw D. Post office address Rt. 4, Box 454, Danville, Va. Estimated construction cost $22,631.89, first year operating cost $45,000, revenue $58,000. Stock is owned by 74 people, none of whom owns more than 7.4% interest. They have no other broadcast holdings. Filed Oct. 18.

Vieques, Puerto Rico—Calvary Baptist Mission of Puerto Rico, 1370 kc, 1 kw unl. Post office address Box 338, Vieques. Estimated construction cost $23,563, first year operating cost $13,200, revenue $22,500. Applicant is non-profit missionary organization. Filed Oct. 14.

APPLICATION AMENDED

Abilene, Tex.—Key City Bcstg. Co. amends application for cp for new am to be operated on 1570 kc, 50 w D to specify 860 kc and 100 w. Amended Oct. 14.

Existing Am Stations . . .

ACTIONS BY FCC

WSUI Iowa City, Iowa—Granted permission to reduce hours of operation from unl. to minimum of six hours daily from Dec. 19 through Dec. 31, inclusive, in order to observe regular university vacation period. Granted Oct. 11; announced Oct. 17.

WJJL Niagara Falls, N. Y.—Granted cp to change ant.-trans. location. Granted Oct. 11; announced Oct. 17.

KGFT Grafton, N. D.—Cp for new am to be operated on 1370 kc, 1 kw unl. with DA-N forfeited and call letters deleted. Deleted Oct. 18.

WMLP Milton, Pa.—Granted authority to modulate trans. with audio tones of 12 kc with approx. 5% modulation in order to remote control am trans. for period of 90 days. Granted Oct. 10; announced Oct. 17.

WTIV Titusville, Pa.—Granted mod. of cp to move ant.-trans. location 960 ft. north of present site. Granted Oct. 10; announced Oct. 17.

WABA Aguadilla, Puerto Rico—Granted mod. of cp for decrease in power from 500 w to 250 w. Granted Oct. 10; announced Oct. 17.

APPLICATIONS

WGOV Valdosta, Ga—Seeks cp to change from DA-2 to DA-N only. Filed Oct. 14.

WRAW Reading, Pa.—Seeks cp to change ant.-trans. and studio locations; operate trans. by remote control and make ant. system changes (increase height). Filed Oct. 19.

WPRE Prairie du Chien, Wis.—Seeks cp to change from 1280 kc to 980 kc and ant. system changes. Filed Oct. 18.

Existing Fm Stations . . .

ACTIONS BY FCC

WBOW-FM Terre Haute, Ind.—Granted cp to change ERP to 12 kw. Granted Oct. 14; announced Oct. 17.

WSOC-FM Charlotte, N. C.—Granted mod. of license to change ERP from 38 kw to 35 kw. Granted Oct. 14; announced Oct. 17.

KDKA-FM Pittsburgh, Pa.—Granted cp to change trans. location; ERP to 47 kw; ant. height to 890 ft. make ant. system changes; trans. may be operated by remote control from Grant Bldg., Pittsburgh. Granted Oct. 14; announced Oct. 17.

APPLICATIONS

WBOW-FM Terre Haute, Ind.—Seeks cp to change ERP to 12 kw, ant. height above average terrain to 233 ft. Filed Oct. 14.

WBNY-FM Buffalo, N. Y.—Seeks cp to change ERP to 94 kw; ant. height above average terrain to 572 ft. and ant. changes. Filed Oct. 18.

WSOC-FM Charlotte N. C.—Seeks mod. of license to change ERP to 35 kw. Filed Oct. 14.

PETITION

WHOM-FM New York—Petitions FCC to amend Sec. 3.261 so as to permit fm station to be silent on Sunday. Filed Oct. 14.

Ownership Changes . . .

ACTIONS BY FCC

KCBQ San Diego, Calif.—Granted transfer of control to **Bartell Broadcasters Inc.** for $160,000 plus six-month option to purchase **KRUX Glendale, Ariz.,** for $70,000 in addition to $30,000 for consultants fees, etc. Bartell is licensee of **WOKY Milwaukee** and **WAPL Appleton,** both **Wis.** Granted Oct. 19.

KLOK San Jose, Calif.—Granted assignment of license to Radio KLOK Inc. Corporate change only; no change in control. Granted Oct. 13; announced Oct. 17.

KGDM Stockton, Calif.—Granted assignment of license to Golden Valley Bcstg. Co. for $162,500. Principals are Pres. **L. E. Chenault** (17.5%), 20% owner **KYNO Fresno, Calif.,** 20% owner **KONG Visalia, Calif.,** and minority stockholder of **KSTN Stockton,** which interest he will sell; Sec. **Bert Williamson** (17.5%), 15% owner **KYNO,** 15% owner **KONG; Amelia Schuler** (17.5%), 65% owner **KYNO,** 65% owner **KONG;** Vice Pres. **Alan L. Torbet** (18.6%), west coast manager of Headley-Reed Co., station representatives; Treas. **Richard C. D. Bell** (18.6%), holds 1.33% stock in Columbia Empire Telecasters Inc., unsuccessful applicant for tv station in Portland, Ore., which is appealing case in court, and **Lindsey H. Spight** (10.3%), vice president and Pacific Coast manager of Blair-Tv Inc., tv representative. Granted Oct. 19.

KRXK Rexburg, Idaho—Granted transfer of control to **Alfred E. Shumate** for $64,000. Mr. Shumate is former commercial manager of **KSO Des Moines, Iowa.** Granted Oct. 19.

KTVH (TV) Hutchinson, Kan.—Granted assignment of cp to Wichita-Hutchinson Co., 80% owned by *Minneapolis Star* and *Tribune* for $1 million. Papers are part of Cowles interests which own **WCCO-AM-TV Minneapolis, KRNT-AM-FM Des Moines, Iowa, KVTV (TV) Sioux City, Iowa,** and **WNAX Yankton S. D.** Granted Oct. 19.

WVIM Vicksburg, Miss.—Granted transfer of control to **John F. Shea** for $30,000. Mr. Shea is chief engineer of **WSGN Birmingham** and is applicant for new am at Montgomery, Ala. Granted Oct. 19.

WTRX-AM-FM Bellaire, Ohio—Granted assignment of license to WTRX Inc. Corporate change only; no change in control. Granted Oct. 12; announced Oct. 17.

WBEX Chillicothe, Ohio—Granted acquisition of control by **Truman A. Morris** through sale by John E. and Marjorie B. Halliday of two-thirds interest in station to Mr. Morris for $50,000. Granted Oct. 19.

KCNY San Marcos, Tex.—Granted transfer of control (87.53%) to Gonzales Bcstg. Co. for $20,000. Principals are **Lawrence M. Walshak** and **Frank Wilson Jr.,** owners of **KCTI Gonzales, Tex.** Granted Oct. 19.

APPLICATIONS

KBID-TV Fresno, Calif.—Seeks assignment of license to **John Poole Bcstg. Co.** No change in ownership; corporate change only. Filed Oct. 19.

KVNI Coeur d'Alene, Idaho—Seeks transfer of control to Alan Pollock for $152,599.78. Mr. Pollock is 6.5% owner and program manager of **KBET-TV Sacramento, Calif.** Filed Oct. 14.

WJVA South Bend, Ind.—Seeks assignment of license to **Booth Radio & Television Stations Inc.** for $103,000. Booth is licensee of **WJLB Detroit, WBRI (FM) Detroit, WBBC Flint** and **WSGW Saginaw,** all Mich., and is applying for new tv in Parma, Mich., new am in Lansing and transfer of control of **WTOD-WTRT (FM) Toledo, Ohio.** Filed Oct. 14.

KRTN Raton, N. M.—Seeks assignment of license to Colfax County Bcstg Co. for $50,000. Sole owner is **W. Lloyd Hawkins,** 20% owner **KTNM Tucumcari, N. M.,** and 50% owner **KHOB Hobbs, N. M.** Filed Oct. 19.

KRCT Baytown, Tex.—Seeks transfer of control to **W. D. Christmas.** Mr. Christmas already owns 45% interest in **KRCT** and is purchasing additional 35%. Besides Mr. Christmas' 35%, stock also is being sold to **Robert C. Jones** 2%, **John H. Touchstone** 5% and **Bay Bcstg. Co.** 13%. Stock being sold for total price of $55,000. Filed Oct. 14.

KGVL Greenville, Tex.—Seeks assignment of license to Radio Station **KGVL** Inc. Truett **Kimzey,** station owner, will retain 89% control with 10% going to station manager **Leo Hackney** for $5,000. **Mrs. Kimzey** will own remaining 1%. Filed Oct. 14.

KERB Kermit, Tex.—Seeks transfer of control to **Homer V. Brinson, Earl S. Walden,** and **Paul B. Greenwood** for $80,000. Mr. Walden (50%), is chinchilla raiser; Mr. Brinson (25%), is 50% owner of oil field testing firm, and Mr. Greenwood (25%) is salesman for **KJBC Midland, Tex.** Filed Oct. 19.

Hearing Cases . . .

INITIAL DECISION

Washington State—Hearing Examiner J. D. Bond issued initial decisions in which he held cease and desist orders should not be issued in cases of three unlicensed tv "booster" stations in central Washington State, and, accordingly, would dismiss proceedings against them. Hearings resulted from Commission orders of March 30 directing C. J. Community Services Inc. Bridgeport; R. E. Darwood, et al., Quincy; and H. J. Miller, Nespelem to show cause why they should not stop operating without licenses, without licensed operators, and rebroadcasting programs without authority of originating stations.

OTHER ACTIONS

Clarksdale-Greenville, Miss.—Oct. 19 FCC (1) denied petition by Cotton Belt Bcstg. Corp. of Mississippi, Clarksdale, Miss., for acceptance of late appearance in proceeding involving its application and that of Delta-Democrat Pub. Co., Greenville, Miss., each seeking new am on 900 kc, and (2) dismissed with prejudice Cotton Belt's application.

NBC Cleveland, Ohio Westinghouse Bcstg. Co., Philadelphia, Pa.—Have been notified applications for exchange of properties indicate necessity of hearing. Involves applications for (1) assignment of licenses of **WTAM-AM-FM** (also cp of latter) and **WNBK (TV),** from NBC to Westinghouse and (2) assignment of licenses of **KYW** and **WPTZ (TV),** from Westinghouse to NBC. Comrs. Hyde, Doerfer and Lee dissented; favored grant.

Galveston, Tex.—Oct. 19 FCC denied in all respects petition for further oral argument filed by **KTRK-TV Houston, Tex.,** ch. 13, requesting that parties in proceeding on application of Gulf Television Co. for mod. of cp of **KGUL-TV Galveston, Tex.,** ch. 11, be allowed additional 10 minutes of oral argument for purpose of clarifying certain alleged conflicts in transcript of Sept. 27 oral argument.

Routine Roundup . . .

October 12 Decisions

Renewal of License

WICA-FM Ashtabula, Ohio; WKSU-FM South Lincoln, Ohio; WAKR-FM Akron, Ohio.

October 13 Decisions

ACTIONS ON MOTIONS
By Chief Hearing Examiner James D. Cunningham

WDAY Fargo, N. D.—Granted petition for

Western Network

$25,000.00

Here is an opportunity to acquire a good facility with $10,000.00 down. 1954 gross over $50,000.00. Ample industry, growth and healthy mountain climate.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

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CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
William T. Stubblefield
111 Sutter St.
Exbrook 2-5671-2

leave to intervene in hearing reapplication of Kossuth County Bcstg. Co., Algona, Iowa. Action Oct. 11.

By Hearing Examiner H. Gifford Irion

Gave notice of prehearing conference re application of Iredell Bcstg. Co., **(WDBM), Statesville, N. C.,** on Oct. 20. Action Oct. 11.

KBOL Boulder, Colo. Broadcast Bureau—Granted motions of **KBOL** to declare am applicant Garden of the Gods Bcstg. Co., Manitou Springs, Colo., in default and in part motion of counsel for Broadcast Bureau to continue hearing indefinitely with respect to Taylor Bcstg. Co., Colorado Springs, Colo., which hearing was continued to Dec. 1. Action Oct. 12.

By Hearing Examiner Thomas H. Donahue

KSEM Moses Lake, Wash.—Granted petition for various corrections to transcript of hearing in ch. 43 proceeding involving application of Basin Tv Co. **(KBAS-TV), Ephrata, Wash.** Action Oct. 12.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition to move hearing from Washington, D. C., to Boston, Mass., with exact time and place to be announced in subsequent notice, re application of The Northern Corp. **(WMEX), Boston, Mass.,** for renewal of license. Action Oct. 7.

By Hearing Examiner Basil P. Cooper

WHLN Harlan, Ky.—Granted motion for various corrections to transcript of hearing re application of **KY-VA** Bcstg. Corp. **(WKYV), Harlan, Ky.,** and ordered that time for filing of proposed findings of fact and conclusions of law remains unchanged; namely, due Oct. 17. Action Oct. 10.

October 14 Applications

ACCEPTED FOR FILING

Remote Control

KCHR Charleston, Mo.; WICE Providence, R. I.; WKLC St. Albans, W. Va.

License to Cover Cp

KGO-TV San Francisco, Calif.—Seeks license to cover cp which authorized changes in facilities of existing tv station.

WRDW-TV Augusta, Ga.—Seeks license to cover cp which authorized new tv station.

WKKO Cocoa, Fla.—Seeks license to cover cp which authorized increase in power.

KSUL Sulphur, La.—Seeks license to cover cp which authorized new am station.

Modification of Cp

WEEK-TV Peoria, Ill.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 3-31-56.

WBOC-TV Salisbury, Md.—Seeks mod. of cp (which authorized new tv station) to extend completion date to 5-11-56.

October 17 Decisions

BROADCAST ACTIONS

The Broadcast Bureau

WAFB-TV Baton Rouge, La.—Granted Extension of completion date to 4-20-56.

WCOU-TV Montgomery, Ala.—Granted extension of completion date to 5-10-56.

WFMJ-TV Youngstown, Ohio—Granted extension of completion date to 5-13-56.

KARK-TV Little Rock, Ark.—Granted extension of completion date to 4-20-56.

Actions of October 14

WNOW FM York, Pa.—Granted license covering changes in licensed fm station; conditions.

Following were granted extensions of completion dates as shown: **WEEK-TV Peoria, Ill.,** to 4-25-56; **WBOC-TV Salisbury, Md.,** to 5-11-56; **WAIQ (TV) Andalusia, Ala.,** to 5-9-56.

Following stations were granted authority to operate trans. by remote control. **WICE Providence, R. I.; WKLC St. Albans, W. Va.; KCHR Charleston, Mo.**

Actions of October 13

WMAG Forest, Miss.—Granted license for am station.

Following were granted extensions of completion dates as shown: **KTTV (TV) Los Angeles, Calif.,** to 5-3-56; **WTOK-TV Meridian, Miss.,** to 5-1-56; **WNAO-TV Raleigh, N. C.,** to 5-7-56; **KDKA-TV Pittsburgh, Pa.,** to 5-10-56.

Following were granted authority to operate trans. by remote control: **KGAS Carthage, Tex.; WCAE Pittsburgh, Pa.,** while using non-DA ant.

Actions of October 12

WPFM (FM) Providence, R. I.—Granted license for fm station.

WNBF Binghamton, N. Y.—Granted license covering change in D non-DA location (employing proposed tv tower and ground system).

WSFA Montgomery, Ala.—Granted authority to operate trans. by remote control while using non-DA.

KFUO Clayton, Mo.—Granted extension of completion date to 1-16-56, condition.

Actions of October 11

WEVA Emporia, Va.—Granted license covering change of facilities, and change in ant. and ground system.

Following were granted extensions of completion dates as shown: **WPNX Columbus, Ga.,** to 12-9-55; **KTVI (TV) St. Louis, Mo.,** to 5-9-56.

Actions of October 10

KNER (FM) Dallas, Tex.—Granted license for noncommercial educational fm station.

WMYN Mayodan, N. C.—Granted extension of completion date to 2-2-56.

ACTIONS ON MOTIONS

By Comr. E. M. Webster

St. Louis Telecast Inc., Broadcast House Inc., 220 Television Inc., St. Louis, Mo.—Granted joint petition for extension of time to Nov. 7 to file exceptions to initial decision and to Dec. 5 to file replies to exceptions in ch. 11 proceeding, St. Louis. Action Oct. 13.

By Chief Hearing Examiner James D. Cunningham

Samuel Elman, Hartford, Conn.—Granted petition of Aug. 15, insofar as it seeks dismissal of his application without prejudice and dismissed insofar as it requests acceptance of limited appearance filed late. Action Oct. 13.

By Hearing Examiner Basil P. Cooper

WHLN Harlan, Ky.—Granted petition for extension of time to Oct. 24, to file proposed findings of fact and conclusions in am proceeding re application of KY-VA Bcstg. Corp. **(WKYV), Harlan, Ky.** Action Oct. 14.

By Hearing Examiner J. D. Bond

Oceanside-Carlsbad Bcstg. Co., Oceanside, Calif.—Granted petition for leave to amend its am application so as to substitute as exhibits therewith separate balance sheets for two partners, dated July 21 and Sept. 7, in order to provide current information upon the partner's financial condition. Action Oct. 13.

By Hearing Examiner Elizabeth C. Smith

WNYC New York, N. Y., WCCO Minneapolis, Minn.—Granted joint petition for continuance of hearing from Oct. 18 to Jan. 4, re application of WNYC for SSA to operate additional hours from 6 a.m. (EST) to sunrise New York City and from sunset Minneapolis, to 10 p.m. (EST). Action Oct. 14.

By Hearing Examiner Annie Neal Huntting

Ordered that hearing examiner's ruling re exhibits admitted by Drew J. T. O'Keefe are clarified to show that O'Keefe exhibit 15 is admitted in record unconditionally. Action Oct. 14.

October 18 Applications

ACCEPTED FOR FILING

License to Cover Cp

WHAB Baxley, Ga.—Seeks license to cover cp which authorized increase in power.

KAYT Rupert, Idaho—Seeks license to cover cp which authorized new am station.

WCRE Cheraw, S. C.—Seeks license to cover cp which authorized increase in power.

KOSF Nacogdoches, Tex.—Seeks license to cover cp which authorized moving trans. location 900 ft. east of present site; move studios to 300 East Main St., Nacogdoches and operate trans. by remote control from studio location.

KUHF (FM) Houston, Tex.—Seeks license to cover cp for replacement of expired cp.

Modification of Cp

WCOV-TV Montgomery, Ala.—Seeks mod. of cp to extend completion date to 5-10-56.

KARK-TV Little Rock, Ark.—Seeks mod. of cp to extend completion date to 4-20-56.

WAFB-TV Baton Rouge, La.—Seeks mod. of cp as mod. to extend completion date to 3-29-56.

WFMJ-TV Youngstown, Ohio—Seeks mod. of cp to extend completion date to 5-13-56.

Cp

KUHF (FM) Houston, Tex.—Seeks cp to replace expired cp which authorized changes in existing station.

SCA Returned

KSJO-FM San Jose, Calif.—Application for subsidiary communications authorization returned (incorrect name and signature).

October 18 Decisions

KSTF (TV) Cheyenne, Wyo.—Granted extension of completion date to 4-18-56.

October 19 Applications

Accepted for Filing

License to Cover Cp

WMRP Flint, Mich.—Seeks license to cover cp which authorized change frequency and increase power.

WMSL-TV Decatur, Ala.—Seeks license to cover cp which authorized new tv station.

Renewal of License

WOPA Oak Park, Ill.; WNAM Neenah, Wis.

Modification of Cp

KRBC-TV Abilene, Tex.—Seeks mod. of cp to extend completion date.

KFJZ-TV Fort Worth, Tex.—Seeks mod. of cp to extend completion date.

KSTF (TV) Scottsbluff, Neb.—Seeks mod. of cp to extend completion date.

October 19 Decisions

KRBC-TV Abilene, Tex.—Granted extension of completion date to 4-15-56.

KFJZ-TV Fort Worth, Tex.—Granted extension of completion date to 5-17-56.

KPOO Aptos, Calif.—Granted mod. of cp to change ant.-trans. studio location.

KOYN Billings, Mont.—Granted license to cover cp which authorized new am.

WAPG Arcadia, Fla.—Granted license to cover cp which authorized new am station.

KBGF Great Falls, Mont.—Granted license to cover cp which authorized new am station.

UPCOMING

OCTOBER

Oct. 24-25: Central Canada Broadcasters Assn. Annual Meeting, London Hotel, London, Ont., Canada.

Oct. 28: Ohio State U.'s 12th Adv. Conference, Deshler-Hilton Hotel, Columbus, Ohio.

Oct. 29-Nov. 3: N. C. Assn. of Broadcasters, Aboard M. S. Stockholm (Bermuda Cruise).

Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York.

NARTB Regional Meetings

Region 8 (Dist. 15, 16 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Dividends for All

NOT ONLY the stockholders of American Broadcasting-Paramount Theatres Inc. but the public in general should be pleased by the news that the broadcasting division of the company is operating this year at a profit.

It assures ABC of a stronger position in radio and television network competition. The more networks that are able to survive and flourish, the better and more varied the programs which the public can see and hear.

An ABC in the black is not only an asset to broadcasting; it is a virtual necessity. However successful and ingenious they may be, two networks cannot do the work of three in television nor three the work of four in radio.

It is especially gratifying that ABC should turn the profit corner in a year of unprecedented competition among networks.

In radio the going is tough for all. At least one and perhaps others of the four radio networks are losing money. All are making efforts to adjust their programming and operations to the new patterns of radio listening, and there is reason to believe and certainly to hope that their efforts will not fail.

In television the competition is particularly fierce because of the enormous amounts of money involved and particularly difficult because of the awkward distribution of facilities.

The inability of four networks to find comparable outlets in many major markets was an important reason for the withdrawal of DuMont from the live networking field. The three survivors still cannot get into a number of key centers on an equal footing.

The tremendously improved ABC-TV programming, which is both a cause and result of improved financial position, will in turn strengthen the network's affiliates, including those whose facilities may not be as desirable as those of their competitors affiliated with CBS-TV and NBC-TV. To that extent the entire television system will be strengthened.

Past and Future

AN EXPANSION of opportunities for television stations (and hence networks) to compete successfully is, of course, the primary problem now before the FCC.

In its consideration of that problem, the FCC has already received a number of suggested cures and considerable advice. Among the items of information now in the commission's possession is a study by Sidney S. Alexander, CBS Inc. economist, theorizing that the present economic limit of tv stations is 600 plus some satellites. *(Full text of Mr. Alexander's study was presented exclusively in B•T Oct. 17.)*

In Mr. Alexander's view, there are only 217 potential U. S. television markets which can support one or more stations. Of those, 78 can support four or more, 30 can support three, 57 can support two and 52 can support one. Accordingly, by his reasoning, the theoretical maximum of television markets in which three networks can find exclusive, healthy affiliates is 108.

Mr. Alexander points out that 86.4% of the nation's families live within those 108 tv markets, meaning that if his theories were to turn into facts each of three television networks would have access to 86.4% of the total potential U. S. market. That probably is as large a potential coverage as most network advertising budgets can accommodate.

To an FCC which is harried by many pressures and—at least for the moment—by almost complete lack of unanimity among its members as to how its television allocations should be repaired, a study as well-reasoned and clearly presented as Mr. Alexander's may seem tempting. Although his work wholly disregards spectrum assignments, it would be possible to read into it a solution to the vexing uhf-vhf crisis. If 600 program originating stations are the most the U. S. advertising economy can support, why provide allocations for more?

To find equitable facilities for only 217 localities with only 600 stations certainly would be an infinitely easier job than the FCC undertook in its 1,800-plus commercial allocations of 1952 or will undertake if it attempts to revise those allocations without significantly reducing their total. As is often the case, the easy way here is not the best.

Both the virtue and the weakness of Mr. Alexander's study lie in the facts upon which his theorizing is based—the financial histories to date of U. S. television stations. The virtue is that the use of known and irrefutable facts gives special substance to theorizing. The weakness is that television history is short. As Mr. Alexander himself points out, the future may bring new economies of television station operation and new sources of revenue. It is that kind of future that the FCC must make allowance for.

Drawn for BROADCASTING • TELECASTING by Duane McKenzie

"He wants to do a painting on tv? How many people will look at that?"

It would be as wrong to tailor the future pattern of television to the measure of television's inconsiderable past as it would have been for the directors of General Motors to plan their manufacturing capacity for 1955 on the basis of automotive sales in 1915. If they had done so and had been obliged to adhere to such plans, the company would be out of business.

Yet as long as the FCC is intent upon maintaining some sort of fixed allocations plan, it is binding the industry to indefinite operation within the limits of that plan. The difficulties of altering a planned economy such as the FCC has worked out for tv are glaringly apparent right now. Assuming suitable repair is accomplished in the present proceedings, one cannot hope for another major repair job for some time.

To be sure, economic potentials cannot be ignored by the FCC. The allocation of seven vhf stations to a cross-roads in Texas would, of course, be idiotic. But neither can present economics be depended upon as a finite guide to the television system of the future.

It is not a simple job that the FCC faces. It would be wrong for the commission to be tempted into thinking it is.

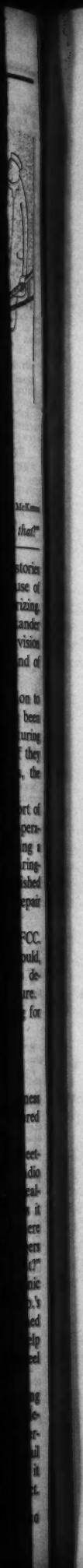
Friendly Criticism

BROADCASTERS interested in getting more national business (which one isn't?) would be wise to heed some advice offered them a few days ago from two different platforms.

BBDO's Frank Silvernail, speaking at an NARTB regional meeting in Roanoke, asserted candidly that in "too many cases" radio stations have been derelict about selling local distributors and dealers on the importance of radio advertising. "What good does it do for us to recommend the use of radio in a specific market where we know it would be an asset," he asked, "if the district managers report that their big dealers are more or less lukewarm about it?"

At Radio Advertising Bureau's National Radio Advertising Clinic in New York, the identical point was made by Milner Products Co.'s president, Howard S. Cohoon, a man whose faith in radio is matched only by his success with it: "I am sold on radio—but it would help me a lot if my brokers and customers understood its value as I feel that I do. The responsibility is yours. No one else can do it."

It is not a new lesson. RAB, among others, has been preaching it for a long time. Many broadcasters are practicing it. It is elemental, not only in radio but also in television. And when advertiser and agency executives such as Messrs. Cohoon and Silvernail consider such a fundamental point to be still needing emphasis, it behooves broadcasters to sit up and listen—and then go out and act.



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Chalk up another powerful sales-maker for Michigan's First Television Station!

"Hour of Shows" presents two outstanding productions back to back . . . features Dane Clark, Melvyn Douglas, Ann Rutherford, Cesar Romero, Marjorie Reynolds and other headliners. To add still more glamor, the "Hour of Shows" host is matinee idol John Connolly who has sung his way into the hearts of hundreds of thousands of Detroit-area women.

Here's the quality, the appeal, the salesmaking sock of nighttime programming at daytime rates. Here's where your Detroit participation budget belongs. For availabilities on "Hour of Shows," phone, wire or write your nearest Free & Peters office or WWJ-TV direct.

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